



PHILIP MORRIS INCORPORATED
CORPORATE RELATIONS DEPARTMENT
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NEW YORK, NEW YORK 10017
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PRESS CLIPPINGS

December 29, 1968

TO: Selected Distribution List

FROM: Corporate Relations Department

The attached material represents recent press clippings received in the categories outlined below. It is passed along to you as added information on what the public is reading about subjects in which Philip Morris has an interest.

For ease of reference, the following subject categories have been initially established:

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CORPORATE

AT THE TOBACCO GROWERS' INFORMATION COUNCIL ANNUAL MEETING . . .

Raleigh, N. C.

[JAMES C. BOWLING*]

IN THESE DAYS when our industry is faced with serious problems, I think it's important that we meet together and exchange ideas. We are under heavy attack because of the health question and we must all work together to find the answer.

Let us not try to find a "Government Answer." Let us not try to find an "Industry Answer." Let us try to find the truth!

In my opinion there are three words which best express the course of action we should all take in the face of this problem. These three words are: care—cooperation—confidence.

The tobacco industry is one of the major industries in the United States. Before irreparable damage is done to its reputation, we hope spokesmen who take a position against us will exercise care.

For example, we hear publicity about illnesses associated with cigarette smoking. Many times they are careful not to say these illnesses are *caused* by cigarette smoking, but one is likely to assume that this is what is meant.

One fallacy in concluding that illness is caused by smoking is obvious to any thoughtful person. The fallacy is this: If we knew that the subjects of this study were exactly alike in all other respects, and that the only difference was in their smoking or non-smoking, we might then be able to conclude that the difference in health was *caused by smoking*.

But we know that this has *not* been true. As more studies are completed, the evidence increases that different physical and emotional characteristics and habits of life are associated with cigarette smoking and non-smoking.

For example, there is evidence that smokers, as a class, marry more often, change jobs more often, are more athletic, drink more alcohol and drink more black coffee. Cigarette smoking may be a reflection of some of these characteristics and habits.

Tranquilizers cited, too

A recent study showed that people who use tranquilizers have a much higher death rate than those who do not. The author did not conclude that tranquilizers kill people.

I'm sure most of you saw the story in the paper about sleeping. It said they

now discovered that the death rate from stroke and heart attacks was "considerably higher" among those who usually slept nine or 10 hours a night than for those who slept seven hours a night. And for persons who slept 10 or more hours a night, the death rate was 288 per cent higher than for those who slept seven hours!

It was not concluded that "excessive sleep" will kill people. Among the long-sleepers there are enough people whose greater requirements are due to life-shortening illness to affect the mortality statistics of the whole group. No one would expect the longevity of such people to be improved by restricting them to seven hours sleep a night.

Conclusions unwarranted

Some respected doctors and scientists do not accept the statistical evidence of the Surgeon General's Report as being conclusive. Furthermore, they feel that those conclusions are not warranted.

These scientists and doctors are respected by their colleagues and there is no evidence that they represent the tobacco industry. It would appear to be an honest difference of opinion among doctors and scientists.

Here is a most important fact to bear in mind: There are more than 1100 compounds in tobacco, and to date, no one has proved that in the quantities found in cigarettes, any one of them is harmful to health.

We would like the public to be fully informed. We would like the information that reaches them to be factual rather than emotional or incomplete. The people of this industry are re-

Cigar for boss...



A traditional promotion cigar is presented to Rear Admiral Joseph C. Wylie, Newport naval base commander, by Capt. Anne L. Ducey, on the occasion of her recent promotion to captain. The base plans officer, she is one of nine naval women lieutenants to attain the high U.S. rank.

sponsible citizens and have reacted to charges against tobacco with restraint and logic.

Cigarette smoking is first and foremost one of life's pleasures. Along with coffee, tea and some beverages, cigarettes belong to the family of natural products which tend to relax people who are tense and help people who are bored and depressed.

Some people have always had mixed feelings about things that give us pleasure—they think that pleasurable things are sinful. We believe some of the attacks on cigarette smoking could stem from these sources.

No laboratory proof

The average American is a reasonable man—a thoughtful man. He will respond to the truth. He is entitled to the truth. He shouldn't be confused and frightened by inconclusive evidence. We know that, in fact, there is *no* laboratory proof that smoking ever gave cancer to a human being. We know that people who don't smoke *do* get lung cancer and most smokers *never* get lung cancer.

With the national election approaching, I think it is significant that one of our major political parties, in its party platform, comments on the tobacco and health questions.

It says it advocates a positive approach to the issue of health and tobacco. Quote: "We recommend a cooperative effort in health and tobacco research by government, industry and qualified scientific bodies, to ascertain relationships between human health and tobacco growth, curing, storage and manufacturing techniques, as well as specific medical aspects of tobacco smoke constituents." End of quote.

I believe this indicates that an important segment of American public opinion recognizes this is not a closed issue and that more cooperative research is necessary.

Matter of responsibility

I think if the average smoker knew all the so-called scientific evidence against smoking, he would say, "I don't buy it. I need better proof than that. When you have real proof, I'll be glad to listen to you!"

Joseph F. Cullman 3rd, chairman of the board of Philip Morris, Inc., said: "Despite the fact that direct proof of a cause and effect relationship is still lacking, at Philip Morris we accept the responsibility to the vast and loyal numbers of cigarette smokers—both in

*Excerpts from remarks by Mr. Bowling, group vice president, Philip Morris, Inc., at the annual meeting of the Tobacco Growers' Information Committee on October 28, 1968.

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the United States and throughout the world—who enjoy and derive pleasure and satisfaction from our brands.”

The second and perhaps the most important aspect in regard to finding the solution to the controversy that faces us, is *cooperation*.

Perhaps no other group of people knows the value of cooperation better than tobacco growers. You know how valuable cooperation can be, for by working together and through your cooperation with the U.S. Department of Agriculture, you have been able to do an outstanding job. Our industry has always stood ready to cooperate with the government, for only by working together can we be successful.

We do not regard the government as an enemy. When people within government make statements about cigarettes and health, they are stating their honest opinions. We have a right to disagree with their opinions, and in some cases we do.

This underscores the necessity for cooperative efforts. Only in that way can there be a meeting of the minds and a solution found which will be satisfactory to all concerned.

Legitimate questions

In 1954, we recognized that legitimate questions existed about smoking and health. Manufacturers joined with growers and warehousemen and this mutual cooperation led to the establishment of the Council for Tobacco Research—USA.

Since then its Independent Scientific Advisory Board has provided grants amounting to more than \$13 million to some 300 scientists in over 100 hospitals, universities and research institutions.

These grant recipients are assured

complete scientific freedom in pursuing their inquiries, and they, independently report their findings to medical and scientific organizations. To date they have published 674 pertinent papers.

More recently, as you know, my company and five others have committed some \$18-million to the American Medical Association's Education and Research Foundation for extension of this research.

As reported this summer, the committee of scientists which determines grants from these funds has already recognized that there is “a long hard road to travel” in establishing any kind of cause and effect relationship between tobacco use and health.

We have invested these millions of dollars because we have confidence. We do this in the interest of determining the scientific truth and with confidence that the truth will not hasten the day of our demise. We do so with a complete and moral desire to find the truth.

‘Unfair’ taxation

Our own industry has another unfair burden to bear—heavy and discriminatory taxation. Cigarette smokers in particular are being discriminated against by increasing State and Municipal taxes. It is totally unwarranted and unjust.

Cigarette users, by virtue of paying the extra taxation, receive no special benefits in return. Where cigarettes are concerned, expediency rather than equity seems to be the rule. This seems to apply to taxing authorities at all levels of government.

Why should tobacco, a major agricultural commodity of the nation, carry this staggering burden? When additional revenues are needed, why single out cigarettes and cigarette smokers to carry such a large percentage of the tax burden?

Despite all the problems we face, there is one fact about tobacco that has been established over the past few years—Americans like to smoke cigarettes. That should give us *confidence*.

In 1964, the year of the Surgeon General's Report, there were 53 brands and styles of cigarettes selling on the American market. Today there are 92 different kinds available.

When a manufacturer markets a new cigarette, it represents a great deal of planning, investigation, testing, and the investment of large amounts of money. The proliferation of cigarette types and brands is also an indication of confidence we have in the future of our industry.

I believe that the tobacco industry is in a very strong position. We have the confidence of an overwhelming number of Americans and of people throughout the world. People have demonstrated

conclusively that they want to smoke.

We get a lot of mail from people around the world telling us how much they enjoy our cigarettes. Here is an excerpt from one letter I shall never forget.

Quotes chaplain's letter

It's from a chaplain* at a Marine field hospital in Viet Nam. Here is what he writes:

“Requests for your cigarettes are always ringing in our ears. When the wounded ask for cigarettes, I think we should expend every effort for these guys who have given so much of their time, and many times their body. No matter what anyone believes of this war, they ought all to feel compassion for the effects on our young men, and do what they can in the name of humanity, to heed their plea for a little pleasure.”

I believe that speaks for itself.

When we speak of the tobacco industry, we have to include many people and businesses we may not normally consider to be a part of it. I think we have many more allies and friends than we believe.

A major industry in the United States is the vending industry—coin-operated vending machines. In 1967 they did more than \$4.5-billion in business. The greatest share of this, one billion, 700 million dollars was accounted for by cigarettes.

They are investing vast amounts of money in new equipment. Some of the newer vending machines can now accommodate as many as 40 different brands of cigarettes. They have confidence in the future of our industry.

Retail operations

One of the fastest growing retail operations in the United States is the convenience store. They are the small groceries that are open from 7 a.m. till 11 at night. A study was made of their sales pattern, taking into consideration unit sales, dollar sales and dollar margin—the item that ranked *number one* was cigarettes!

There are more than 15,000 of these stores in the United States and they are growing rapidly. In the past six years they enjoyed a 65.8 per cent increase in cigarette sales. In 1967, their sale of tobacco products was approximately \$225-million. They have confidence in the future of our industry.

The same pattern exists in regard to the supermarkets. The latest figures available show there are 32,705 supermarkets doing an annual volume of \$50.5-billion. Cigarette sales accounted for approximately \$2.5-billion of that.

*Letter to J. C. B. from Chaplain (Lt.) Edwin V. Bohula, U. S. Naval Support Activity, Da Nang, Viet Nam. Dated June 30, 1968.

They must have confidence in the future of our industry.

These are but a few examples of how basic the tobacco industry is to every aspect of our society. We do not believe all these people, all across the nation, are involved in a conspiracy against the well-being of anyone. I believe they are as responsible as anyone else.

Assistance welcomed

The pattern of growth in our industry and the success we enjoy also brings with it a greater sense of responsibility. We are aware of this responsibility and accept it. We are continually working to improve our products in every way. We welcome constructive assistance from all sources—government as well as private. There is no reason to believe that with our capacity for scientific and technological innovation we cannot continue to make progress.

Smokers throughout the world know the integrity and quality of American cigarettes. We have grown, manufactured and sold products of the highest quality since the beginning of our industry.

We have spent many years building our reputation. The quality of tobacco we grow in this country enjoys a high reputation everywhere.

The Good Lord in his infinite wisdom saw fit to create here, in the United States, a unique combination of soil, climate and intelligent population. These factors combine to produce tobaccos that have not yet been duplicated anywhere in the world!

I believe that the outcome of this controversy will result in benefits for all parties concerned with this issue. Through continuing efforts in scientific investigation we are learning more about tobacco and filtration than the world has ever known. An unprecedented number of scientific institutions and individuals are now involved in this question.

The tobacco industry heartily supports this effort. We are anxious that every shred of evidence or alleged evidence be investigated to the fullest.

Faith in results

At Philip Morris our position has long been clear. We have faith in the results that will come from these efforts.

You have heard reports about declining sales in the cigarette industry. We estimate at this time, that domestic sales for 1963 will be approximately equal to those of last year.

Even though my own company is some nine per cent ahead of our record of a year ago, all of us are naturally concerned. The industry is not moving

ahead in its traditional pattern. We must remember, however, these figures do not include more than one million American servicemen stationed overseas.

In this country, the cigarette industry is a relatively mature industry—we cannot always expect the percapita consumption of cigarettes to continue to increase at the same rate.

Some years ago we determined that great growth opportunity exists in international sales—in the rest of the world where people want American cigarettes but haven't always been able to afford them. Today, with increasing affluence around the world, they are able to buy them.

It is encouraging to note that the export of American cigarettes in 1963 is up approximately two billion units over last year. This amounts to an increase of 8.8 per cent. These figures should give us confidence, because they obviously reflect international demand for our products.

Concern for people

You and I know the people in the tobacco industry. We seek no profit at the expense of, or detriment to, our fellow citizens. We yield to no one in our concern with the welfare of the American people.

In summing up, the three key words are *care—cooperation—and confidence*.

We ask the exercise of reasonable

care from those in a position to influence public opinion.

The tobacco industry offers cooperation with government and all other responsible agencies who are seriously interested in finding an answer to the health charges. We would like more information to be discovered. Only in that way can we have the needed answers.

Let us not find a "Government Answer." Let us not find an "Industry Answer." Let us find the truth!

We can then, all of us, look forward to the future with renewed confidence. □

Youngstown Auditor

YOUNGSTOWN, OHIO

D. 99,776 SUN. 154,761

OCT 28 1968

\$69,000 in Cigarettes Stolen with Truck

(Vindicator State Wire)
CLEVELAND — A Mack truck and trailer loaded with 8,364,000 Philip Morris cigarettes were stolen over the weekend. The FBI is investigating because it was an interstate shipment.

The 679 cases of cigarettes were in the truck-trailer rig parked at the loading dock of the Hennis Freight Line here after arriving from Winston-Salem, N.C.

The cigarettes were valued at \$69,000 and the rig at about \$4,000.

Oregon Journal

PORTLAND, ORE.
D. 142,517 SAT. 135,513

NOV 4 1968

NEWSMAKERS

Sandy Student Wins Scholarship To USC

THOMAS J. AMACHER, of Sandy, a student at Eastern Washington State College, has received a one year Philip Morris, Inc. scholarship to the University of Southern California. Amacher is a business administration major who has worked at Williams Thriftway Store in Sandy for the past three years. The grant was awarded for study in the Food Distribution Program, School of Business Administration, at USC.



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Amer. Safety Razor Names Goldenberg Retail Manager

December 5, 1968

American Safety Razor Co. has named Alan Goldenberg retail operations manager for blades and toiletries, according to Peter A. Milone, ASR national sales manager.

Mr. Goldenberg who will be located in the company's New York headquarters, was appointed New York district sales manager for ASR a year ago. He joined the company as a sales representative in 1963 and was promoted to special accounts representative and assistant district sales manager prior to becoming a district sales manager in 1967.

A native of Newark, N. J., and a graduate of Upsala College with a bachelor's degree in business administration, Mr. Goldenberg is married to the former Vicki Lynn Shapiro. They have one son and reside at 247 Oak Tree Road, Mountainside, N. J.

UNITED STATES TOBACCO JOURNAL

UNITED STATES TOBACCO JOURNAL

Philip Morris Executives Share Dais With President and First Lady at Civic Affairs



THAT'S THE CHIEF EXECUTIVE of Philip Morris Inc., Joseph F. Cullman 3rd, seated next to the chief executive of the United States, President Lyndon Johnson, during Urban League Equal Opportunity dinner November 19 in New York City. Whitney Young Jr., executive director of the National Urban League, is shown addressing the affair, at which the President made a surprise appearance. Earlier that same day, Philip Morris' James Bowling (right photo), a vice president of the tobacco firm and an officer of Keep America Beautiful, kept Mrs. Johnson company at the Keep America Beautiful luncheon in New York. The event honoring the First Lady was attended by more than 500 people from 33 states. (Photos Courtesy "N. Y. Times")

December 12, 1968

19

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Philip Morris Names Westchester S. M.

Leonard Katz has been appointed division sales manager in Westchester County, N. Y., for Philip Morris Domestic, according to an announcement by John P. Jeb Lee, national sales manager.

As division sales manager for the Westchester area, Mr. Katz will be responsible for the supervision of a retail sales force that will handle the distribution and sale of the company's cigarette brands as well as Clark Gum products.

A native of New York, he attended the City College of New York for two years and served in the Army for six years. He enjoys handball and bowling, and is a member of the Merchants and Salesmen Club of Greater New York.

Mr. Katz is married to the former Susan Beth Feinberg; they have one son.

UNITED STATES TOBACCO JOURNAL

November 28, 1968



Peter G. Viole has been appointed general sales manager for consumer products in the General Products Division of Philip Morris U.S.A.

81 NEW YORK POST, THURSDAY, DECEMBER 12, 1968

Philip Morris Names Miller Distributor Sales Mgr. For West Virginia-Virginia

CHARLESTON, W. VA. (CS) — O. Lee Miller has been assigned to the Virginia — West Virginia district as area manager of distributor sales for Philip Morris Inc. He will make his headquarters in Beckley, W. Va.

Mr. Miller will also be engaged in work with principal retail accounts in both West Virginia and Virginia.

He joined Philip Morris in May, 1955 as a salesman for the Beckley area and was promoted to division manager in August, 1965.

He resides at 101 Johnston street, Beckley.

December 12, 1968
UNITED STATES TOBACCO JOURNAL

Amer. Safety Razor Names Paul Johnson South Central Mgr.

HOUSTON, TEXAS—Paul H. Johnson has been appointed regional sales manager for American Safety Razor Co.'s south central region, with headquarters here, according to Peter A. Milone, ASR national sales manager.

For the past year, Mr. Johnson has been serving as assistant to Mr. Milone in the company's New York headquarters. ASR is a division of Philip Morris Domestic, one of three operating companies of Philip Morris Inc.

A native of Beaumont, Texas, Mr. Johnson was graduated from Baylor University in 1949 and received a bachelor of law degree from South Texas University Law School in 1955. He joined ASR in 1956 as a retail salesman and became southeastern regional sales manager in 1962.

Mr. Johnson is married to the former Joan Watson. They and their three children will be moving to Houston from their present home at 23 Bonny View Drive, Livingston, N. J.

Philip Morris Appoints Des Moines Jobber Mgr.

DES MOINES, IOWA (CS) — James M. Milligan has been named distributor sales manager in the Des Moines area for Philip Morris, Inc.

Mr. Milligan joined Philip Morris in 1947 as a sales representative and was promoted to division manager in 1953.

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He resides at 101 Johnston street, Beckley.

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Amer. Safety Razor Names Paul Johnson South Central Mgr.

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A native of Beaumont, Texas, Mr. Johnson was graduated from Baylor University in 1949 and received a bachelor of law degree from South Texas University Law School in 1955. He joined ASR in 1956 as a retail salesman and became southeastern regional sales manager in 1962.

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A native of New York, he attended the City College of New York for two years and served in the Army for six years. He enjoys handball and bowling, and is a member of the Merchants and Salesmen Club of Greater New York.

Mr. Katz is married to the former Susan Beth Feinberg; they have one son.

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Prof. Maurice Austin, Class of 1925, an authority on income and taxation.

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Philip Morris Innovates, Beats Antismoking Odds

BY ROBERT E. DALLOS, Times Staff Writer

NEW YORK—The accelerating anti-smoking campaign appears to be making inroads on national cigaret sales, but Philip Morris Inc. is bucking the trend.

Cigaret sales actually declined nationally during the third quarter and for the first time in many years the industry as a whole will show only a 1% rise in sales for the year. But New York-based Philip Morris will show an impressive 9% sales gain for the year.

The increase, according to John F. Cookman, a PM vice president, will help the nation's fourth largest cigaret maker enter the somewhat exclusive group of companies with \$1 billion in annual sales.

80 Billion Cigarets

Last year, Philip Morris had sales of \$904.8 million. That's a lot of cigarettes—80 billion, according to Cookman.

The company's namesake, the Philip Morris brand, has been a contributor to that gain, but even greater contributors have been Marlboro, Parliament and Benson & Hedges 100's. And women are just starting to call for Virginia Slims, a new 100-millimeter cigaret aimed exclusively at the distaff side.

The attacks on cigarettes "can't be anything but harmful," Cookman complained. "But how effective they have been is hard to tell. People certainly don't stop driving when they look at the highway accident fatality statistics."

"Wall Street generally has estimated that we will earn between \$4.25 and \$4.35 per share this year," he continued, "our chairman (Joseph F. Cullman) has also indicated that he thought \$4.30 would be a conservative estimate at this time. I never argue with chairmen."

For all 1967, Philip Morris, whose cigaret brands are sold in 150 countries, had net earnings of \$43,602,000, or \$3.94 per share, an increase of 27.6% over the \$34,183,000, or \$3.08 a year earlier.

In the first nine months of this year the company reported net earnings of \$35,713,000 or \$3.20 per share (adjusted for the 10% income tax surcharge from Jan. 1) on revenues of \$753,198,000. This compares with an income of \$31,583,000 or \$2.83 a share on sales of \$672,633,000 in the like period a year earlier.

What's the secret of Philip Morris' success?

Basically, according to the executive it's a story of good advertising and superior packaging and marketing, factors which have helped the company increase its market share from 10 to 15% in just a few years.

"We believe that in the long run in this business that to be first with an innovation is vitally important if you are to have a successful product," he said.

He claimed that Marlboro pioneered the flip-top box. The introduction of Benson

and Hedges 100's with the popular "in" advertising campaign (smokers of the brand snapped off cigaret ends with their lighters, got the end caught in elevator doors or burned their friends' beards) contributed \$125 million to sales this year. When introduced into the United States in 1966, the brand contributed "nothing" to sales.

Parliaments he said have been helped by a good advertising campaign featuring scenes of Britain's Parliament in the background and have thus "become a good solid 10 billion cigaret brand." People in search of a "high filtration" cigaret are switching to the brand, he added.

Virginia Slims, the first cigaret designed specifically for women and introduced in September are "well accepted" and are expected to contribute significantly to sales next year, he noted.

A third of Philip Morris' cigaret output is sold abroad and foreign business has helped the company's earnings picture. Cookman credited this to the increase in population and higher living standards.

Philip Morris' industrial division which makes a variety of packaging materials was "well up in sales and profits this year."

Clark Gum Co., a subsidiary acquired 7 years ago, increased its share of the gum market from 1% when it was purchased to a current 5%, he said.

Philip Morris is seeking to expand the surgical blade business of its American Safety Razor Co. subsidiary (makers of Personna blades).

Cookman said Philip Morris is "looking actively" for sound acquisitions. He added "something compatible with our disposable consumer product business" is desired. "We have been offered everything from football teams to liquor businesses," he said.

Philip Morris has no plans to change its TV advertising as a result of a federal appeals court decision which upheld a Federal Communications Commission advisory opinion requiring broadcasters to devote "significant" time to antismoking messages.

Though the case is expected to go to the Supreme Court, some tobacco company executives are said to be questioning whether the value of cigaret commercials on TV is offset by the damage caused by the antismoking messages that must be aired because of them.

Asked about rumors that U.S. tobacco companies have purchased land in Mexico to grow marijuana or have copyrighted names for marijuana cigarettes in the event that they were ever legalized in the United States—a Philip Morris spokesman wasn't amused. "We are not doing a solitary thing," he said. "We have enough trouble without getting into marijuana."

NOTE

The adjacent article was sent to 260 newspapers across the country. The most prominent being: The Los Angeles Times and the Washington Post.

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(7)

Philip Morris at Door Of \$1 Billion Sales Club

By ROBERT E. DALLOS

Los Angeles Times-Washington Post Service

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Cigarette Aimed at Women

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THURSDAY MORNING, DECEMBER 5, 1967

THE COURIER-JOURNAL, LOUISVILLE, KY.

1002403255

November 28, 1968

UNITED STATES TOBACCO JOURNAL

Philip Morris Palm Springs Party Honors Johnny, "An American Legend in His Time"

PALM SPRINGS, CALIF. — Television stars and many tobacco industry leaders gathered here recently to honor Johnny Philip Morris on his 35th anniversary as the world's most durable living trademark.

Among those attending the party at the El Mirador Hilton Hotel, scene of the joint meetings of the California Association of Tobacco and Candy Distributors and the Na-



Johnny Philip Morris

tional Association of Tobacco Distributors, were Eva Gabor of "Green Acres"; Martin Landau, Barbara Bain, Greg Morris and Dick Davis of "Mission Impossible"; Ken Berry, George Lindsey, Arlene Golonka and Jack Dodson of "Mayberry R.F.D."; Kathy Garver of "Family Affair" and Sigrid Valdis of "Hogan's Heroes." All are TV stars of Philip Morris-sponsored shows on CBS. Hosting the anniversary event was Pat Buttram, star of "Green Acres."

Johnny was discovered while a page boy at the New Yorker Hotel. The late Alfred E. Lyon, then a vice president of Philip Morris who later became the company's chairman, and Milton Biow, a well known advertising agency executive, signed the 48-inch personality to a contract in 1933.

"What began as a unique idea became a popular personality. What began as an advertising promotion became a part of Americana. What began as a living trademark became a living legend," said James C. Bowling, Philip Morris vice president, in honoring Johnny. "His nobility of character communicated itself across the airwaves and from posters and billboards

everywhere. All America was touched by this remarkable personality and took him to its heart."

A 35th anniversary commemorative booklet reviewing Johnny's career was presented at the party. In the booklet's dedication to Johnny, Philip Morris Chairman Joseph F. Cullman 3rd points out that Johnny "has earned a rare distinction of becoming an American legend in his own lifetime. If Johnny had his wish, this booklet no doubt would be dedicated to the public, or as he would say, "all the people I have worked with, and met, and helped to smile."

Johnny, who was present in his familiar page boy's red and black uniform, responded to the tribute: "If ever I have helped make you smile or brought a little happiness into your lives, then you have made my life that much richer."

In his 35-year association with Philip Morris, Johnny has seen the company grow from a single brand manufacturer to a multi-brand, highly diversified corporation.

Johnny was first heard on the air April 17, 1933 on "The Ferde Grofe Show," an evening program built around the composer's orchestra and billed in the Philip Morris trade announcements as "the finest orchestra that ever struck Broadway." For the first time that day the entertainment page advertisements for the program were signed "Call for Philip Morris."

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Market Bugle Is Loud, Loud

(Continued from Page C-11)

gram was "Johnny Presents . . ." as when Johnny presented Great Moments From Great Plays, the Philip Morris Frolics and the great dramatic show of the radio era, The Philip Morris Playhouse.

The diminutive page boy was first heard on April 17, 1933, on the Ferde Grofe Show, an evening program built around the composer's orchestra, billed in the Philip Morris trade announcements as "The finest orchestra that ever struck Broadway."

From the very first evening, Johnny's perfect B-flat blended with Ferde Grofe's "Grand Canyon Canyon Suite" ("On the Trail"), with its dominant E-flat, and a new, unique sound had entered the folklore of American advertising.

Ever since Johnny was discovered he has enjoyed a rewarding, life-long contract. And even today, he makes frequent personal appearances on behalf of the PM company.

He was honored recently for his 35 years as an advertising symbol, with a gala gathering of PM executives, movie and TV personalities in Palm Springs.

PM president George Weissman acknowledged Johnny's contributions and said:

"When Johnny joined us, Philip Morris produced \$3,000,000 in sales. Today, we are going over the billion dollar mark.

"Johnny has been a living trademark now for 35 years. PM cigarets and our later brands' sales successes can be attributed in great part to the fine image Johnny Philip Morris has portrayed."

The Market Bugle: Loud, Repeat Loud

By Larry Harrison
Herald-Examiner Staff Writer

As everybody knows, this is the day of the high pressure merchandiser. With gigantic campaigns on television, radio and other media, he is out to persuade the consuming public to buy—buy—buy!

The consumer is not aware of the vast and noisy celebrations that go into the making of a commercial. He is the ripe prospect for craftsmen who spin out symbols hopefully to convince that their product or service satisfies needs the most.

Many merchandisers claim "if it's not sexy, it's no good!" and hammer out their message with the urgency of a police call.

How to judge the public mood always has been a problem, although it's reduced pretty much to a science these days.

At the tribal meetings of certain primitive societies, the presiding chief was supposed to determine the prevailing mood of opinion by listening to the approving or disapproving clamor of drums set up by attending elders.

Nowadays in the United States, the same sort of process has refined himself into the science and profession of public opinion measurement.

The drums have given away

to IBM machines, flashing control panels of electronic calculators, and small armies of Ph.D's from commercial opinion polling companies.

In many cases the experts recommend a relaxed "sell". Then there have been triumphs in commercial promotions in which the "sell" in ads and symbols was relaxed in spelling out consumer satisfaction.

The nation has taken into its memory these oft-repeated symbols—and, of course, it has taken into its home or business the manufacturer's products or services.

Another advertising symbol with which millions of people are familiar is little Johnny Roventini, the Philip Morris Page created in the heyday of radio commercials. His portrait was on Philip Morris packs.

At the start of each PM sponsored program, Johnny would say "this is Johnny, stepping out of thousands of store windows all over the country."

At conclusion of the broadcast he would say "this is Johnny again returning now to the thousands of store windows and counters all over America. Look for me, I'll be waiting for you. CALL FOR PHILIP MORRIS!"

The opening key to each pro-

(Continued on Page C-13)



Symbol of the ad technique, Johnny still shouts out for Phillips Morris after 35 years.

1002403258

SMOKING & HEALTH

Anti-Cig Spots Getting One-Third The Play But Seem Two-Thirds More Convincing Than the Paying Pitches

By CARROLL CARROLL

The public service anti-cigarette commercials grow better and better while the butts plugs, coming one after the other in rapid succession, grow less and less convincing. The battle between the tobacco industry and those who think cigarettes shouldn't be advertised on the air (or anywhere else) is a strange (and some think unholy) confrontation.

To begin with, the odds are, by agreement, 3-1 in favor of the industry. Three cigarette spots for every warning. How come? Well, when both sides sat down with the FCC and tv management to hammer out a schedule that would allow everybody to make money and save face, an attorney for the FCC, when asked what he thought would be a fair formula for tv to follow in running the anti-cigarette blurbs, ad libbed the 3-1 ratio and the industry grabbed it.

Fair?

Depends on which side of the table you're sitting and whether your main interest is dollars or sense. Clearly it's a public service to warn people that polluting your lungs with nicotine, tar, resin and gasses can cause cancer and other serious ills, just as it's in the public interest to caution against starting forest fires, littering the streets and running red lights.

On the other hand, the anti-cigarette campaign is the only one in direct conflict with an established industry. Nobody is writing commercials urging accidents to go out and happen. Nobody is running plugs to contradict Smoky The Bear. No one is making money littering the streets and highways. So no matter how strongly you feel against advertising cigarettes on the air, you've got to admit that there's something unfair going on when one group spends millions of dollars for air time while its competition is given one-third as much time sur-le-cuff. And what's even more perplexing (or is it?), the apparent victims of this one-sided arrangement agreed to it.

67% Better

However, anti-smoking spots appear to be even-ing the odds by getting two-thirds better. Take the ID that opens (and closes) on a man standing with a cigarette in his hand. He looks at it thoughtfully, then at you, and says, "Have you ever thought what happens to you when you light a cigarette? (Pause.) We have" The next thing you see is the logo for The American Heart Association.

It makes you think, if you've got what to do it with.

Meanwhile, Benson & Hedges rummage around in their minds to find more "disadvantages" to smoking their 100s (carefully side-step-

(Continued on page 52)

Anti-Cig Spots More Convincing

Continued from page 33

ping the main disadvantages). Pall Mall says "you make out better at both ends" because they left the banana out of their long cigarettes (which deserves an Oscar for goofy advertising claims). And Winston gives you the hot tip that "it tastes good like a cigarette should?"

In answer to all this the Cancer Society and Heart Association go right on socking it to you about what goes on in your guts while you enjoy a smoke that's one silly millimeter longer, walk a mile for a Camel, or become a chainsmoker because you asked the man next door if he saved Raleigh coupons and he said, "That's how I got my new wife." There are some of the benefits offered, at 3 for 1 odds, proving conclusively that with cigarette commercials, too, "it's not how long you make them but how you make them long."

Shaving the odds with a strong emotional attack, is that spot about a man and his son taking a walk in the sort of country you can't seem to take Salem out of. The lad tries to match his dad stride for stride, to throw a rock the way his pop does. Every move the man makes the boy proudly imitates. How else should a son feel about his father?

Don't Let Kids 'Butt' In!

At last they rest under a tree. The man takes out his cigarettes, lights one and lays the pack on the grass. The boy picks it up, looks at it and then with admiration at his old man. Could there be a stronger argument for parents to stop showing their children how to smoke and to start being very careful about everything else they do for the mini-mind to mimic?

Yet, for every more or less mature person weaned of smoking, for every dude who deserts Marlboro country, some juvenile picks up a pack of butts and tries on a habit. Tell him smoking's stupid and he'll look right past you as he says, "Who wants to live forever?"

With the world what it is, you may agree. But what the little nuts can't get through the generation gap in their heads is that cigarette smokers don't just enjoy themselves up to a certain point and then terminate. What the little dum-dums don't collar is that there's nothing groovy about vegetating with a bad heart, that cancer hurts a lot and that breathing's better than emphysema.

Take a look at that anti-cigarette western. The killers enter a saloon. Everyone hides. The men light their cigarettes. Then they start to cough . . . and cough and cough and cough and cough till it's clear who the killers really are. It's a perfect parody and a pretty good parable.

And a Happy Titanic To You, Too!

Moving from parody to irony, there's the one that features some of those beautifully shot bucolic landscapes in which a romantic boy and girl holding hands long enough to light up and look at each other with love. But in this one, while you're watching the happy pair dreaming of their future, a voice is telling you what the smoke is doing to their lungs. It's like that famous love scene aboard the Titanic.

In a current FTC study the five cigarettes found to have the lowest tar content (all filters) included none of the heavily advertised brands. (The study may change this.)

Recent news items claim (1) that half of the doctors who once smoked have quit, and (2) that cases of lung cancer have risen sharply.

Spokesmen for a large tobacco company (R. J. Reynolds) said, "non-filter brands are down . . . filters are showing an increase"—"growth in the tobacco industry has been slowed . . . but the industry, as a whole, is essentially strong." The company has started to diversify, as have other large tobacco firms, a possible straw in the wind.

Make a note of this. If you, too, had kicked a three-pack-a-day habit back in 1939, you would by now have saved around \$4,979.38. And that's figured at the 1930 price which was two packs for two bits. Start saving now for your old age.

Specialized Reefers

There's another new cigarette on the market, Virginia Slims, that

claims to be made just for women and to have the flavor women like best—Virginia. This information was probably attained by hanging around grapejuice joints counting the dames who asked for Virginia Dare.

This new skinny-minny smoke appeals to the girls by reminding them of how far they've come since they had to wear a lot of clothes, fight for the vote and hide in the attic to grab a few drags on a Milo.

Although the claim is that women, at last, have their very own butts—oop, sorry! — the truth is they once had the aforementioned milos which were oval, lavender-scented, came 10 in a box and were rejected by women 45 or 50 years ago.

This raises the question, if women didn't want their own cigarette then; when they needed it, do they want it now? Or should a gentleman offer a lady a Tiparillo?

This much is sure, if Virginia Slims succeed, cigarettes will grow more and more specialized in their appeal till we wind-up with Texas Talls for ollriggers, Kentucky Shorts for jockeys, New York Broads for mainstem hustlers, and, of course, Minnesota Fats for pool hustlers.

There is a lady now making an appearance in a Polident spot who says, "I can't afford denture odor."

This is to advise you, folks, that the situation has changed. With the residuals from that Polident job she can now afford almost anything.

NEW YORK, N.Y.
JAN. 10, 1968

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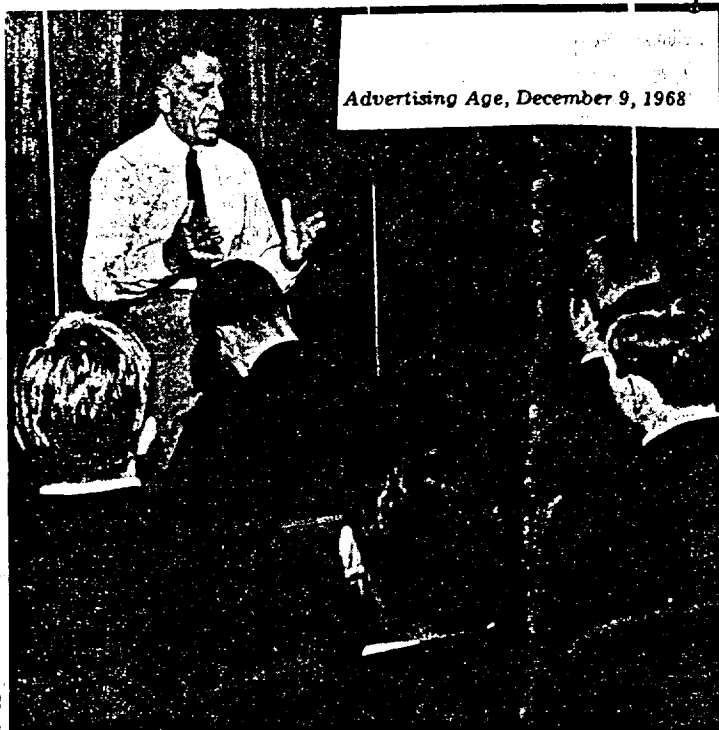
DAILY VARIETY DAILY

Fri., Nov. 22, 1968

Anticiggie Blurb Crusader After Scalp Of KNXT

Washington, Nov. 21—Anti-smoking crusader John Banzhaf III has picked out another California target as the state's radio-TV stations come up to the FCC for license renewal. His latest petition asks for a fairness doctrine crackdown on KNXT, CBS-owned L.A. station, because of its "deliberate and willful refusal" to air a "significant number of anti-smoking spots."

Banzhaf, head of Action On Smoking And Health, said a random five-day monitoring session pegged 43 cigaret ads totalling 1,670 seconds of commercial time, while antismoking spots consumed 130 seconds. Banzhaf, who individually got the FCC to apply the fairness doctrine to cigaret advertising, also has attacked Time-Life's KOGO, AM-FM-TV, San Diego, and other Time-Life stations on similar grounds.



Advertising Age, December 9, 1968

Ralph Carson was the lead-off speaker at Carson/Roberts in teaching anti-cigaret advertising to California students from East Bakersfield and foothill high schools.

C/R Helps with Student-Created Anti-Smoke Push

LOS ANGELES, Dec. 3—If Bill Bernbach can thumb his nose at the cigaret companies so, apparently, can Ralph Carson. The chairman of Carson/Roberts and his staff this week taught a crash program on anti-cigaret advertising to student members of "Smoke-out," a project of the Kern County Inter-Agency Council on Smoking & Health.

The project operates on a two-year \$52,000 grant from the U.S. Public Health Service. There are many anti-smoking programs but it is thought that one conducted by high school students may bridge the generation gap more effectively. The students attending Carson/Roberts will formulate a pilot program as a model to be used nationally. The students work in account teams as in an agency.

■ Following the opening lecture by Mr. Carson, the other C/R teachers were Robert Schulberg, vp, management supervisor; Dan Dixon, creative director; Eddie Smardan, vp, media; Richard Eisenman, associate market research director; and Bert Balsam, print production supervisor. #

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Action on Smoking and Health, a New York-based organization, has asked the Federal Communications Commission not to renew the broadcasting license of KNXT (Channel 2) because allegedly the station devotes too much time to cigaret advertising and not enough to anti-smoking messages.

According to the organization, KNXT presented less than one antismoking message for every eight cigaret advertisements which the group says allegedly violates the FCC's fairness doctrine.

The antismoking group, which is headed by John F. Banzhaf, has similar petitions outstanding against a New York television station and against television and radio outlets in Indianapolis.

A spokesman at KNXT said the stations runs "a significant amount of nonsmoking material spread throughout our broadcast schedule and including some of the highest rated programs to reach a diversified audience."

Antiwar Protesters Ask Cigaret Boycott

Journal Special Correspondence

Oshkosh, Wis. — A student peace group at Oshkosh State university hopes to enlist similar groups across the country in a boycott of cigarets starting this week.

The boycott would put pressure on cigaret manufacturers to lobby against the war, a student spokesman said.

Thomas Tomasko, 19, a freshman from Oshkosh, said the boycott was planned as the result of suggestions made by Dick Gregory in a recent speech here. He said other Econ Power boycotts were planned against phonograph, soft drink and other manufacturers.

Tomasko said the Peace Forum group at Oshkosh sent let-

ters to a thousand similar groups in the country and had received indication of their support.

"Our economy is making a lot of money off the war and we want to show that we oppose the war," Tomasko said.

He said the boycott would start Sunday and continue until Dec. 12. He said at least 500,000 persons would take part and he said this would mean a loss in cigaret sales of more than \$2 million.

"We chose cigarets because they are an important source of war taxes, because many young people use them and because a lot of people want to give them up — so we thought we'd give them a reason," Tomasko said.

THE CHAIRMAN: NO MAO SMOKING

Asia's most celebrated chain smoker, Mao Tse-tung, has given up his three packs a day and has taken up cigars. Mao, who will be 75 in December, smoked State Express 555's (an English brand) for years. But he cut down on cigarettes after a reported stroke about five years ago.

Newsweek, December 2, 1968

Milwaukee Journal December 1, 1968

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Cancer Society Plans New Attack on Smoking

Hopes to Eliminate Cigaret Advertising and Make Warning Labels More Accurate

NEW YORK (AP)—The American Cancer Society, facing what it called unchanged social acceptance of cigaret smoking and zealous advertising, says it will try anew to change the nation's smoking habits.

The society's national board, assembled from 50 states, adopted a nine-point program that will stress that "giving up cigaret smoking is immediately rewarding and offers a more pleasurable and longer life."

Two key aspects of the program are:

"We should strive to secure the elimination of cigaret advertising in all media. It is hoped that this can be achieved by voluntary self-regulation and that governmental action will not be necessary."

Support Legislation

"We should . . . support federal legislation . . . including proposals to make the warning label on cigaret packages more accurate, to place warnings on

all cigaret advertising and to require the industry to list on packages and in advertising the tar and nicotine content in cigarets."

In 1960, the society said, when it began its public education program, there were 36,520 lung cancer deaths. This year, the society said, 55,000 are expected; next year, 59,000.

The society said cigarets also have been linked to oral cancer and cancer of the larynx, esophagus and bladder and to cardiovascular disease, chronic bronchitis and emphysema.

"While medical research has produced a clear picture of the threat of cigarets," the society said, "their social acceptability and the energy with which they are promoted have not been essentially reduced."

The society said it believes in the right of adults to decide if they will smoke, but added: "We do not see enough real freedom on this decision in our cigaret-infiltrated world."

For youngsters, the society said, there is the example set by adult smokers, the lure of their contemporaries' smoking and "glamorous advertising." "The adult smoker finds his habit confirmed not only by each cigaret he smokes but by a variety of social pressures."

"Farmers, merchandisers, manufacturers, advertising agencies, newspapers, and magazines, publishers and broadcasters draw large income from cigarets," the society said. "Tax benefits are considerable to federal state and city government."

Those who cannot stop smoking cigarets, the society said, should be en-

couraged to use low tar and low nicotine cigarets or switch, without inhaling, to pipes or standard cigars.

"Pipe and cigar smokers run a risk of cancer of the mouth," the organization said, "but the increased over-all threat to their life is not very great."

The society listed these other elements of the new attempt:

—Enlist physicians, especially those who have quit smoking, into local campaigns.

—Push group withdrawal projects.

—Continue programs in primary and secondary schools, but make a careful evaluation of the results and of the teaching

techniques and materials, nationally and locally.

—Continue a vigorous information program through films, television and radio messages, magazines, newspapers and brochures.

—Press for acceptance by broadcasters of the Federal Communications Commission ruling that the fairness doctrine covers cigaret advertising.

—Stimulate business and industry to help their employees stop smoking. The society mentioned company bonus programs and wider insurance premium reductions.

—Maintain support of research, including work on the development of less hazardous cigarets.

AMA Clinical Eye on Cigaret

MIAMI BEACH (UPI)—Three resolutions condemning cigaret smoking and television cigaret commercials were under study today by committees of the American Medical Association (AMA) at its 22nd clinical convention.

•2 Mon., Dec. 2, 1968
S. F. VALLEY TIMES

1002403262A

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Affluence And Illness: An AMA View

13 NEW YORK POST, MONDAY, DECEMBER 2, 1968

MIAMI BEACH (AP)—All too many Americans are endangering their health through dissipation while laboring under the illusion that miracles of medicine alone will keep them well, some leaders of organized medicine report.

The Board of Trustees of the American Medical Assn., in a special report to the AMA's 22d clinical convention said:

"Our affluence has reduced physical exertion and increased overeating, excess drinking, smoking, late hours and drug consumption.

"Advice of the physician is too often ignored and slighted. The sense of well-being resulting from our progress leads many people to assume that illness cannot strike them, or that cures are to be taken for granted."

The board made the comments in urging the nation's doctors to "educate the American people to the growing role of the individual in the delivery of health care."

The report added: "While much progress has been made in overcoming many historic plagues of mankind, we find more and more illness due, at least in part, to abuse and neglect by the individual himself."

Dr. Dwight L. Wilbur of San Francisco, president of the AMA, declared in his presidential address to the policymaking house of delegates that millions of Americans falsely "assume there are easy ways to stay well and youthful looking."

"The human being," he said, "remains the complex, finely tuned, vulnerable body each of us inherits; but millions resist the arduous and disciplinary requirements of really caring for it."

"Instead, they turn, among other things, to diet fads, patent medicines, a countless variety of pills, tobacco and alcohol, often instant and inadequate exercise and quacks."

On another subject, Wilbur urged physicians to maintain "effective self-discipline" as regards fees charged to patients, as one way to help cope with the "rising cost of health care."

He also recommended that doctors "avoid hospitalizing any patient unless it is absolutely necessary" and "reduce the length of stays in hospitals to the essential minimum."

Among some 50 resolutions presented to the House of Delegates for possible action during the next three days was one from the Michigan delegation urging that the AMA "condemn all cigaret advertising on television."

Los Angeles Times
Part VII—Mon., Dec. 2, 1968

TAKE WALK

Tips Given on Ways to Quit Smoking

BY ARTHUR J. SNIDER

Exclusive to The Times from
the Chicago Daily News

MIAMI BEACH — Trying to quit cigarettes? Take a walk instead of a coffee break, a dental scientist advises.

The mid-morning pause at the coffee counter is one of the strongest influences in smoking, Dr. Robert B. Shira of Washington, D.C., told the American Dental Assn. convention here.

"There is also a strong association with cocktail parties and social drinking," he added. "Advertising for cigarettes may also be a reminder but not nearly as strong as sitting near a friend lighting your favorite brand."

Mouth Cancer Toll

Dentists have a professional interest in smoking since cancer of the mouth is the second most fatal type of cancer. In addition, treatment often involves mutilating surgery of the lower jaw.

Shira had this suggestion for those who cannot stop overnight: "Buy only one pack at a time. Carry it in a buttoned pocket. Don't carry matches or a lighter. Have substitutes, such as sugar-free gum or candy, handy."

He conceded that increase in weight was likely to occur since the taste buds sharpen after cessation of smoking.

"If weight can be maintained, fine," he said. "If not, it will be easier to taper down on food consumption after smoking is under control."

Dr. Shira drew some parallels between the abstaining ex-smoker and the ex-alcoholic.

"Each will rationalize that one cigaret or one drink is harmless," he said. "But after all, a pack of cigarettes is merely 20 single ones."

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MIAMI BEACH (AP)—All too many Americans are endangering their health through dissipation while laboring under the illusion that miracles of medicine alone will keep them well, some leaders of organized medicine report.

The Board of Trustees of the American Medical Assn., in a special report to the AMA's 22d clinical convention said:

"Our affluence has reduced physical exertion and increased overeating, excess drinking, smoking, late hours and drug consumption.

"Advice of the physician is too often ignored and slighted. The sense of well-being resulting from our progress leads many people to assume that illness cannot strike them, or that cures are to be taken for granted."

The board made the comments in urging the nation's doctors to "educate the American people to the growing role of the individual in the delivery of health care."

The report added: "While much progress has been made in overcoming many historic plagues of mankind, we find more and more illness due, at least in part, to abuse and neglect by the individual himself."

Dr. Dwight L. Wilbur of San Francisco, president of the AMA, declared in his presidential address to the policymaking house of delegates that millions of Americans falsely "assume there are easy ways to stay well and youthful looking."

"The human being," he said, "remains the complex, finely tuned, vulnerable body each of us inherits; but millions resist the arduous and disciplinary requirements of really caring for it."

"Instead, they turn, among other things, to diet fads, patent medicines, a countless variety of pills, tobacco and alcohol, often instant and inadequate exercise and quacks."

On another subject, Wilbur urged physicians to maintain "effective self-discipline" as regards fees charged to patients, as one way to help cope with the "rising cost of health care."

He also recommended that doctors "avoid hospitalizing any patient unless it is absolutely necessary" and "reduce the length of stays in hospitals to the essential minimum."

Among some 50 resolutions presented to the House of Delegates for possible action during the next three days was one from the Michigan delegation urging that the AMA "condemn all cigaret advertising on television."

Los Angeles Times
Part VII—Mon., Dec. 2, 1968

TAKE WALK

Tips Given on Ways to Quit Smoking

BY ARTHUR J. SNIDER

Exclusive to The Times from
the Chicago Daily News

MIAMI BEACH — Trying to quit cigarettes? Take a walk instead of a coffee break, a dental scientist advises.

The mid-morning pause at the coffee counter is one of the strongest influences in smoking, Dr. Robert B. Shira of Washington, D.C., told the American Dental Assn. convention here.

"There is also a strong association with cocktail parties and social drinking," he added. "Advertising for cigarettes may also be a reminder but not nearly as strong as sitting near a friend lighting your favorite brand."

Mouth Cancer Toll

Dentists have a professional interest in smoking since cancer of the mouth is the second most fatal type of cancer. In addition, treatment often involves mutilating surgery of the lower jaw.

Shira had this suggestion for those who cannot stop overnight: "Buy only one pack at a time. Carry it in a buttoned pocket. Don't carry matches or a lighter. Have substitutes, such as sugar-free gum or candy, handy."

He conceded that increase in weight was likely to occur since the taste buds sharpen after cessation of smoking.

"If weight can be maintained, fine," he said. "If not, it will be easier to taper down on food consumption after smoking is under control."

Dr. Shira drew some parallels between the abstaining ex-smoker and the ex-alcoholic.

"Each will rationalize that one cigaret or one drink is harmless," he said. "But after all, a pack of cigarettes is merely 20 single ones."

1002403263

A New Method, 87 Pct. Stop Smoking

S. F. VALLEY TIMES, Wed., Dec. 4, 1968

By JIM NEWSOM

At 30, Howard R. Loy found his "bag" in an ashtray. Now he wages war on smoking.

Equipped with a master's degree in the behavioral sciences, Loy had been working as a supervisor in the state's Narcotic Addict Out-patient Program (NAOP). Then, during a meeting the quiet war of Howard Loy began. He explained it this way:

"There were a half-dozen of us working around a table. Suddenly we realized we were all smoking. If we couldn't break an addiction to smoking how could we help a narcotic addict?"

Loy and his behavioral psychologists began working on the problem on the side. Their question: "How can humans be taught to 'unlearn' the 'learned' behavior of smoking . . . and do it safely,

painlessly and without causing the subject to seek out some other outlet that might be even more harmful?"

Even while teaching in Glendale College, Loy continued to work on the project. One by one his friends lost interest.

Eighteen months ago the project was brought to the public as Loy opened "American Council on Smoking and Health, Inc." in three locations. The Hollywood "Smoking Control Center" is located at 6565 Sunset Blvd.

"People think smoke relaxes them," Loy explained. "They think the chemicals do that . . . but they don't. When you take a long drag on a cigaret you say to yourself, 'that was relaxing.' If it was, it relaxed from a psychological standpoint only.

"People who want to quit smoking and do it by sheer

control find themselves suffering from a conflict situation that may last as long as two years," Loy pointed out.

For a moderate fee, Loy puts his plan to work on the smoker-subject without using drugs, pills, pacifiers, hypnosis or machines. Part of the program includes instruction in such psychological approaches of learning behavior as "progressive relaxation, subconscious programming and breathing exercises."

Loy claims that of the 2,000 people who have tried the system, 87 per cent made it. The 13 per cent that went back to the smoky world of cigarets, cigars and pipes "didn't follow instructions."

Of these people, some smoked as much as six packs a day! Many were ordered to "take the cure" by doctors who found lung problems.

Within a week, Loy said, a person can be taught to relieve tensions and control the desire to smoke. The next two weeks in the courses are designed to "prove to the subject" that he has actually quit and doesn't need to smoke.

"Our approach is positive rather than negative. I think it's a good thing for people to know the dangers of smoking, but it doesn't help the person quit just because he knows it's bad for him," Loy said.

He knows from a personal experience of 11 years the role of the cigaret in a smoker's life. "I was the first guinea pig to try out our plan based on behavioral learning," he explained.

Loy discounts the idea that his "quitters" gain weight as a result. "If we relieve the tension then we relieve the desire to nibble while quitting.

We can use the same behavioral sciences to take off weight. I lost 45 pounds."

He admits he's not ready to market a plan for weight reduction based on behavioral sciences just yet, however.

Some of those who come to the Smoking Control Center bring with them a certain kind of fanatic dedication to the job ahead. "One woman had her doctor give her sleeping pills. She intended to spend her time with us and then sleep the rest of the time to avoid temptation. We advised her against it," Loy recalled.

A mother brought in her 23-year-old daughter (with lung damage) and enrolled in the program with her because the younger woman refused to take the course alone.

"At the end of three weeks the mother damned me for actually causing her to quit

smoking even though she had just intended fake interest in the program to help her daughter," Loy said. "She never really wanted to quit in the first place."

Among local personalities who have gone the Loy route are JoAnne Woodward and Hal March. March appears in the ACSH advertisements. Mrs. Paul Newman likened her success at quitting the habit as being worth more to her than her recent picture "Rachel, Rachel."

In a bulletin of the Los Angeles County Medical Assn., titled "100,000 doctors have quit smoking . . . they can't be wrong," the statement reads in part:

"Elimination of cigaret smoking is, in fact, the single most important health measure available today for the prevention of disease and premature death in the U.S."



SMOKE SIGNAL—Howard Loy with ash tray full of cigaret butts could be sending signal marking his war on smoking. A former smoker who broke the habit, he works with other nicotine slaves.

Ad-wise & Ways

Some Shun Anti-Cancer Jobs

By KENNETH McKENNA

When the American Cancer Society's advertising agency was casting for its television commercial campaign, about 80 actors and actresses were contacted for auditions. All but a few begged off.

The excuses were many, but what they boiled down to was this: a person who appears on TV commercials for a living is reluctant to cut himself off from a chance at cigaret advertising. With residuals, a tobacco spot can mean \$15,000 a year. For public service TV work, there's a one-time fee, explained Dick Lord, head of Lord, Geller, Federico & Partners.

Waitress a 'Find'

"We really had to scrounge for talent," Lord recalled. They did manage to sign up four professionals, who happened to be zealous anti-smokers. The rest were collected on a deadline basis from any source that could be found. At the last minute, agency employees were telephoning friends—anyone—for help.

The result was a merry crew

of performers who had nothing whatever in common: a copy chief, a photographer's representative, a TV announcer and a bearded spieler for Circle Line trips around Manhattan. In the tradition of show biz folklore, their prize find was an attractive waitress who worked in a restaurant near the studio where the commercials were filmed.

The Screen Actors Guild took one look at the commercials and blew off steam instead of smoke. "Why didn't you use professionals," a union representative asked indignantly. Lord explained. That was that.

The two commercials that Lord, Geller, Federico created for the Cancer Society have achieved a certain fame for the agency, which is barely a year-and-a-half old. One parodies "the pretty people, happy things, pretty places" approach affected by cigaret companies on TV. The other takes off on the standard

cowboy shootdown; the good guy is saved when the bad guys start coughing.

"We were making a presentation to a client," Lord said, "He kept saying, 'yeah, yeah,' until we came to the cancer commercials. He was surprised we had done them. We got the account."

Aid to Business

"They've been a big help in our business. They've let us demonstrate what we can do on TV."

For its upcoming efforts for the Cancer Society, Lord, Geller has a simple dodge to beat the actor gap. They are using drawings and cartoons. No live people. The most striking one shows a closeup of a hand pushing a coin into a cigaret machine. As the coin clinks, clinks down the slot, the camera quickly switches to a dice rolling, a whirling roulette wheel, race horses at the gate. Suddenly, back at the machine, a cigaret pack drops out. The announcer says: "You lose."

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NOV 9 1968

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CRITIC COMPLIMENTS

Anti-Smoking Ads
Winning Acclaim

By RICK DU BROW

1 HOLLYWOOD — (UPI) — Televiewers have surely noticed the excellence of the home screen's anti-cigarett commercials.

But no one thus far has summarized their effectiveness as well as Carroll Carroll, the resident expert on television advertising and commercials for "Variety."

In a superbly informal and incisive article, the kind for which "Variety" is famous, Carroll writes:

"THE PUBLIC service anti-cigarett commercials grow better and better while the butts plugs, coming one after the other in rapid succession, grow less and less convincing."

Carroll notes that "the odds are, by agreement, 3 to 1 in favor of the (tobacco) industry. Three cigarette spots for every warning. How come?"

WELL, when both sides sat down with the FCC and TV management to hammer out a schedule that would allow everybody to make money and save face, an attorney for the FCC, when asked what he thought would be a fair formula for TV to follow in running the anti-cigarett blurbs, ad libbed the 3-to-1 ratio and the industry grabbed it."

Among the effective anti-smoking ads that Carroll cites is the one "that opens (and closes) on a man standing with a cigarette in his hand."

HE LOOKS at it thoughtfully, then at you, and says, 'Have you ever thought what happens to you when you light a cigarette? (pause.) We have.' The next thing you see is the logo for the American Heart association."

Carroll is deadly in singling out the trivial approach of cigarette ads as opposed to the gut-hitting anti-smoking commercials. For example, after observing that "Winston gives you the hot tip that 'it tastes good like a cigarette should,'" the article continues:

"In answer to all this the Cancer society and Heart association go right on socking it to you about what goes on in your guts while you enjoy a smoke that's one silly millimeter longer, walk a mile for a Camel, or become a chain smoker because you asked the man next door if he saved Raleigh coupons and

he said, 'That's how I got my new wife.'"

CARROLL suggests:

"Take a look at that anti-cigarett western. The killers enter a saloon. Everyone hides. The men light their cigarettes. Then they start to cough . . . and cough and cough and cough and cough till it's clear who the killers really are. It's a perfect parody and a pretty good parable."

It is worth it to get the latest issue of "Variety" just to read the Carroll article — and to pass it around. Carroll is everything a critic should be: Intelligent, entertaining, insouciant, a bit of a crusader — and a harpoonist to be reckoned with, as witness the following:

"There's another new cigarette on the market, Virginia Slims, that claims to be made just for women and to have the flavor women like best — Virginia."

This information was probably attained by hanging around grape juice joints counting the dames who asked for Virginia Dare."

1002403266

(9)

NOV 4 1968

Bulletin

THE SMOKING RATIO

'Anti-ads' Tell It Like It Is

By RICK DU BROW

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In a superbly informal and incisive article, the kind "Variety" is famous for, Carroll writes this week:

"The public service anticigarette commercials grow better and better while the butts plugs, coming one after the other in vapid succession, grow less and less convincing."

Carroll notes that "the odds are, by agreement, 3-1 in favor of the (tobacco) industry. Three cigarette spots for every warning. How come? Well, when both sides sat down with the FCC and TV management to hammer out a schedule that would allow everybody to make money and SAVE FACE. An attorney for the FCC, when asked what he thought would be a fair formula for TV to follow in running the anticigarette blurbs, ad libbed the 3-1 ratio and the industry grabbed it."

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The Channel Swim: CBS-TV's "Daktari" series has been canceled and will go off the air at midseason...it will be replaced on Jan. 29 by a variety series starring Glen Campbell, whose show was the vacation substitute for the Smothers Brothers this past summer...Tina Turner sings "Stouthearted Men" on NBC-TV's "Rowan and Martin's Laugh-In" Nov. 25, and also plays General Custer.

1002403267

PROGRESS ON CANCER: THE LATEST

What lies behind reports of significant gains against the scourge of cancer? Is science making really important headway at last? A check with medical experts brings you up to date on recent advances in cancer research, diagnosis, treatment, pain-relieving measures. It's a picture of slow but definite steps toward cures.

Among medical authorities there is growing hope that the long and expensive fight against cancer is finally paying off.

No laboratory scientist or practicing doctor yet talks of a "breakthrough" against cancer. Nevertheless, the experts these days clearly give the idea that years of research and practical bedside work are on the verge of achieving important new successes, with drugs and other measures.

The most recent indication of this hopeful attitude came in a special report from the National Cancer Institute, a branch of the Federal Government's National Institutes of Health.

The report said: "The potential for drug control of cancer is advancing rapidly. . . . Complete remission of disease for extended periods has been noted in acute leukemia," which is the major cause of cancer death in children.

The report also stressed "significant gains" in the treatment of Hodgkin's disease and some other less common forms of cancer, which until now have been regarded as inevitably fatal.

On the basis of these successes, NCI authorities also expressed hope that many of the solid tumors, such as cancer of the breast, lung, kidney, colon and prostate, will also yield to drug therapy—perhaps within 10 years. These are the cancers that usually afflict adults, and most cancer victims are adults.

Better diagnosis. Another encouraging fact is the development of highly accurate tests for the presence of cancer in its early stages. Diagnostic tools and techniques now include these important aids:

- Electron microscopes that can detect the smallest abnormality that could lead to cancer in any living cell.
- Improved ways of keeping cells, whether diseased or healthy, alive so that changes in them can be noted as they respond to delicate tests.
- Growing knowledge, based on better understanding of the body's chemistry, of how cancerous tissues differ from healthy tissues.
- Sensitive devices that show up

breast tumors before they are detectable by sight, touch, or even X ray.

- Simple tests that can be performed quickly in the doctor's office which will indicate malignancy in the uterine cervix or in the mouth.

- Radioactive elements in minute doses to spot the exact location and size of certain internal cancers—particularly in the liver, brain, bones and intestines—that could not formerly be detected until they had spread past hope of successful treatment.

- Methods of getting tissue for cancer tests from a patient's lung without resorting to surgery.

- Laboratory techniques, using newly developed biochemicals and equipment, that will tell quickly and accurately whether a patient really has a cancer, what kind it is, what treatment offers the best prospects of success.

Higher recovery rate, but—. With all these means for diagnosing cancer early, the recovery rate from the disease among Americans known to have it is only 1 out of 3. This is better than the 1-in-4 recovery rate of 20 years ago. But it is still too low, say officials of the American Cancer Society. In view of everything that is known about cancer today, these experts assert, the recovery rate really should be 1 out of every 2 patients in whom the disease is diagnosed.

The main reason why more cancers are not detected early and cured more frequently, the ACS suggests, is that many people do not know the warning signals, or choose to ignore them and avoid having physical checkups.

Most experts now agree that cancers start when a cell, or a small group of cells, somehow "goes wild" and attacks neighboring, normal cells.

Sometimes, these "wild cells" form a slow-growing colony that stays in one place for a fairly long time. These are called "localized" cancers and usually offer a good chance for successful treatment while they are in that state.

Eventually, though, almost all cancers "metastasize"—spread throughout the body. Somehow—scientists are still not

sure how—these malignant cells grow through and around normal cells, choking them off or transforming them into cancerous cells.

When this happens, chances of a cure are dim indeed at present.

Types—and treatments. Research has now fixed rather firmly the conclusion that there are really three basic types of cancer:

1. Sarcomas—malignant growths that originate in cartilage, fatty tissue, nerve sheaths, muscle cells and some bones.

2. Carcinomas—malignancies originating in the skin, the mucous membranes, the glands, the gastrointestinal tract, the lungs, the liver, the brain.

3. Leukemias and lymphomas—cancers that attack the sources of the vital fluids of the body—the blood and the lymph—and are spread throughout the body by circulation of these fluids.

At present, as the report from the National Cancer Institute indicated, drugs now offer the best hope of treating leukemias and lymphomas.

Solid tumors in most parts of the body are usually treated by surgery or by radiation, or by a combination of both. Occasionally these forms of treatment are augmented by drug or hormone therapy as well.

Improved anesthetics and better ways of sustaining the heart and other vital organs while an operation is in progress have played a major part in the greater reliance on surgery for cancer in recent years. So have the vast improvements, through increased practice and better instruments, in the performance of delicate operations on parts of the body once considered impossible for the surgeon to reach.

In addition, surer methods of maintaining an ample supply of blood and oxygen during the operation, coupled with better safeguards against infection afterward, have all meant better prospects of survival for cancer patients undergoing surgery.

New techniques. In some cases, a patient's general physical condition may be too weak to permit surgery. In other cases, it may be that use of radiation to



WHERE CANCER RESEARCH IS HEADED NOW

Americans at present are spending more than 300 million dollars a year in public and private funds on the problem of cancer. Top priority is being given to these fields—

VIRUSES: Laboratory tests have shown that viruses can cause cancer in animals and that these cancers can be transmitted from one animal to another. Some of these viruses leave traces that are very similar to those that have appeared in human victims of cancer.

Recent investigations at a number of research centers have shown virus-like organisms in breast cancers—the most common cancer among women.

Scientists at Baylor and Emory universities, working independently, have shown the presence of a herpes virus—akin to the agent that causes the common “cold sore”—in a signifi-

cant number of cases of cervical cancer, which ranks second among female malignancies.

If it can be proved that some viruses cause some kinds of cancer, as many scientists believe, then, they say, these cancers are actually infectious diseases. If that is so, a vaccine against virus-caused cancers should be possible.

“WONDER” DRUGS: Every year researchers supported by the National Cancer Institute test at least 15,000 natural and synthetic drugs for cancer-curing potential. For leukemias and lymphomas, nine drugs have proved more deadly to cancer cells than to normal cells. The search goes on, and promising leads keep turning up.

One such lead is being worked on by Sister M. Rosarii Schmeer at the University of Colorado. She has found an anticancer factor in the cherrystone clam. Sister Schmeer has isolated the factor and found it toxic to human cancer cells but harmless to normal cells.

Sister Schmeer's tests are still in the laboratory stage, but Dr. Solomon Garb, a nationally recognized authority on cancer, calls her work “one of the most promising leads in cancer research.”

ENVIRONMENT: Asbestos workers have a high rate of lung cancer. In the early days of radiology, workers with X rays—and patients too—often

got cancer-causing overdoses. Recently there has been worry about emissions from color-television sets.

Cigarette smokers are said by some researchers to be in great danger from lung cancer.

Much effort is going into identifying cancer-causing agents in the environment. If such agents can be found, they can perhaps be modified and rendered harmless.

THE HUMAN CELL: Three Americans shared the Nobel Prize this year for their work in unraveling the mystery of how the normal cell goes about its business of growing into a special kind of cell and then dividing to reproduce other cells like itself. With that as a start—and looking a long way ahead—molecular biologists are seeking to find out just how and why cancer cells behave differently. Can they be changed back to normal?

AGING: Most cancers, except for acute leukemia, develop late in life. Is there something in the aging process that helps cancers establish themselves?

If this factor can be identified, perhaps it can be combated. After all, medical men pointed out, diabetes was once a hopeless disease. But it can be controlled now.

These are top questions cancer scientists are asking now. The answer to one, they suggest, may lead to answers to all the others.

destroy the malignancy would destroy too much healthy tissue to warrant the risk, except as a last resort. But help may be on the way. Recently, cancer specialists in Boston and New York have reported success in treating some forms of cancer by new means.

These specialists have used the extreme cold of liquid nitrogen to freeze cancer cells to death, leaving unscathed the normal cells. This treatment, called cryosurgery, has been used in Boston as a spray against skin cancers. Reports are that, during the past 18 months, 150 patients have received this treatment, without need of an anesthetic. In no case, so far, has any of the cancers returned.

In New York, cryosurgery has been used to ease the pain of cancers that have metastasized to the bone. Relief of pain has been reported as excellent. Furthermore, the reports suggest that normal bone tissue has regenerated more quickly after the cryosurgery than it usually does after the heavy dose of radia-

tion needed to treat the same problem by X rays.

Also from New York come reports of success in treating lung-cancer patients—regarded as incurable and inoperable—with “seeds” of radioactive iodine.

Some of these “incurable” patients are still alive five years after treatment began. This is regarded as a “cure” by cancer experts.

Doctors involved in these cases noted that, among the patients who did die, the implant procedure gave them relief from the cough, fever and pain of their disease.

Relieving pain. “Back of all the efforts to prevent cancer, or cure it when it occurs, is the fight against human suffering,” Dr. Kenneth M. Endicott, director of the National Cancer Institute, has declared.

Narcotic drugs have been widely used for a long time to ease the pain of terminal cancer. But physicians have been looking for something better. Narcotics are expensive. They can cause addiction.

Their use usually requires long, expensive nursing care.

Pharmaceutical firms keep striving for nonnarcotic painkillers, and there are some promising products in the works.

Meanwhile, a new approach to the problem was proposed in October by Dr. M. Judah Folkman of Harvard.

Speaking at an international symposium on “Engineering and Medicine,” Dr. Folkman reported a potential “do it yourself” treatment, by which patients with terminal cancer could relieve their pain without resorting to narcotics or stupefying amounts of anesthetics.

Dr. Folkman's device consists of a small rubber tube inserted in the patient's wrist. A monitoring device, controlled by the patient, filters anesthetic into his veins at a rate that will control his pain without dulling his senses.

So far, the method has been tried only in the laboratory. Results have been so encouraging, however, that Dr. Folkman believes human tests may begin within a year.

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Anti-Cigarette 'Commercials'

The need for frank and intensified public education about the dangers of cigarette smoking has been pressed by no fewer than three Federal agencies—the Public Health Service, Federal Trade Commission and Federal Communications Commission. These, in turn, have been carrying out the mandate Congress gave in the Cigarette Labeling and Advertising Act.

The United States Court of Appeals in Washington has now upheld the requirement by the F.C.C. that a station carrying cigarette commercials provide "a

significant amount of time for the other viewpoint." In varying degrees, radio and TV stations have been running "commercials" from cancer and heart organizations for over a year—and these have been seen and heard regularly in the same forum where the blandishments to smoke cigarettes are strongest. One New York station yesterday began an unusual series of public service programs to teach smokers how to quit.

The District of Columbia judges upheld the F.C.C. ruling out of a belief that the volume of cigarette advertising made "existing sources" inadequate to inform the public of the nature and extent of the danger from cigarette smoking.

The F.C.C. had based its ruling on the "fairness doctrine" which is at the heart of licensed broadcasting. The tobacco companies and broadcasters are expected to appeal to the Supreme Court, which already has under consideration related issues on the F.C.C.'s authority. This much is certain: Federal agencies must not take any steps backward in telling the American public about hazards to its health.

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PM DOMESTIC

TELEFOOD
CHICAGO, ILL.
MONTHLY 8,000

NOV 1968

ROWNTREE & CO. LTD., of England has appointed Philip Morris Inc. as national distributor for Rowntree candy products in the U.S.



PHILIP MORRIS INC.

BOSTON — Paul D. Townsend, Vice President-General Products of Philip Morris Domestic, treats youngsters at the National Candy Wholesalers Association to Rowntree candy bars. Announcement was made at the convention by Townsend and S.A. Free, Overseas Companies Director of Rowntree & Co., Ltd., that Philip Morris will become national distributor for Rowntree candy products in the U.S. In its display booth at the convention, Philip Morris featured these Rowntree products: After Eight thin mints and Polo mints—dark chocolate covered thin mints, Black Magic—assorted dark chocolates, Dairy Box — assorted milk chocolate; candy bars: Kit Kat—light crisp wafers in milk chocolate, Aero—whipped chocolate bar, Coffee Crisp—a light snack in chocolate and Caramel Crisp—light crisp wafer in caramel and milk chocolate.

AUGUST, 1968

AMERICAN GROCER

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(1)

The Retail Tobacconist

Personna High-Speed Shaver



1002403273B

Richard Crux of London demonstrates his high speed shaving technique for Paul Townsend, Vice President-General Products of Philip Morris Incorporated. Mr. Crux, who was a winner in a speed shaving contest sponsored by Personna in London, is touring the U.S. demonstrating the comfortable, fast shave he gets with Personna Electro-Coated Blades. His winning time for shaving is 19 seconds. Personna Electro-Coated Blades are made by the American Safety Razor Company.

ADVERTISING AGE
CHICAGO, ILL.
NOV 50/1968

NOV 18 1968

Speak Easy Cents-Off Set

Philip Morris Inc.'s A.S.R. Products division is offering a 50¢-off redemption coupon on packages of Speak Easy aerosol breath freshener. The freshener, usually retailing for 89¢, will be displayed in a new package, and in a new point of purchase display with coupons attached. Wells, Rich, Greene, New York, is the agency.

ADVERTISING AGE
CHICAGO, ILL.
NOV 18 1968

NOV 18 1968

New Magazine Push Backs Personna as Better Than Gillette

NEW YORK, Nov. 13—American Safety Razor division of Philip Morris Inc. has added magazine support to its tv push for Electro-Coated Personna blades.

Personna's previous use of print for Electro-Coated was an introductory newspaper drive in July that included this statement: "A leading independent consumer testing organization says people prefer our blade."

The statement resulted in a suit against Philip Morris by Consumers Union, which said the statement referred to its March, 1968, "Consumer Reports" and a listing of the four leading blades. The list rated the four, including Personna, as equally satisfactory. The suit is currently in the pre-trial stage.

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Wells, Rich, Greene is the ASR agency. #

The Retail Tobacconist

Personna High-Speed Shaver



1002403273B

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ADVERTISING AGE
CHICAGO, ILL.
NOV 18 1968

NOV 18 1968

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W. 50/090

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Atlantic City Press
ATLANTIC CITY, N. J.
D. 60,874 SUN. 53,778

NOV 26 1968

B. Keller

NORTON MOCKRIDGE

Scraping His Way to Fame

NEW YORK — You'd think that Richard Crux would be among the happiest men in the world. But he's not. Here he is, the world's foremost practitioner of pogonotomy, but he goes around down in the mouth and bleeding a bit here and there.

Richard, who is obsessed with his skill (pogonotomy, as you well know, is the scientific term for shaving), feels that the world at large is not sufficiently impressed with its importance.

Only a few months ago Richard, a Britisher, won a tournament and was acclaimed the fastest shaver in the world. Shattered all existing records, and trounced the old champ by shaving himself in an official 19 seconds.

Actually, he did it in 16 seconds, but was penalized because he missed a microscopic patch of beard and nicked himself in two places. The latter is why he's bleeding a bit here and there.

WHY HE'S IRKED

Now, Richard, quite properly, was presented with the prize — 50 pounds sterling, which is a tidy sum for a man who regularly makes his living as a computer programmer for an international mining company in London. But Richard is devilishly irked that no enduring honors seem to go with the 50 pounds sterling.

"Look, here, old chap," he said, "I noticed there's the Davis Cup for tennis, the Nobel prize for science, and

there are all sorts of Oscars, and Emmys and Tonys and things — why, chaps like you even get a Pulitzer prize for your rather ordinary craft of journalism — but there's nothing concrete or glittering or spectacular for the champion in pogonotomy. Shocking, what?"

When he gets back to London, he's going to try to do something about it. He's planning to write to scientist Elbridge J. Casselman who made a four-year study of shaving and wrote a paper about it for the American Medical Assn. Journal. Richard believes that if he and Elbridge really jut their jaws a bit, they can establish the world's first Pogonotomy Prize.

I looked at Richard's face which carries the honorable scars, nicks, scrapes, cuts and welts of many a furious contest, and suggested that perhaps a color photograph of his face, what with the bleeding and all, might make a suitable prize to be awarded to the winner each year.

"I suspect," said Richard, "that you meant that to have an element of humor in it. Well, I'm sorry to say, it ranks with much of the humor I've heard since coming to America. Lots of chaps are fond of asking me: 'Did you win the championship by a whisker?' and 'How about throwing a match by shaving points?'"

Richard never thought he was a really speedy shaver

until he read an ad in the London Times announcing a contest sponsored by Personna Electro-coated Blades and noted that the champion apparently took longer to shave than he did.

SHAVING TIME

"I've always whipped through my shaving," said Richard, "because I'm a lazy chap and I like to sleep as long a possible in the morning. Why waste time shaving that can be spent sleeping, eh?"

So, just for a giggle, he entered the contest and captured the prize through sheer bravery. An observer told me: "I thought he'd kill himself any moment. I had to cover my eyes. He has a lot of guts, that one."

Richard has been touring the U. S., meeting and defeating all the little shavers who dare oppose him. He also has been giving forth on the history of shaving and is filled with interesting tufts of information.

Primitive man, for instance, according to Richard, shaved with clam shells, sharks' teeth and highly honed flints. He doesn't know whether they cut themselves more than he does, but he's positive he could have outslashed their best practitioners.

The Egyptians, he said, shaved regularly but, oddly enough, didn't like the clean-shaven appearance and took to wearing false beards, some of which were made of metal.

1002403274

NOV 16 1968

Durslag Interviews Sharp Fellow

British Wizard of Razor Tells How He Won Speed-Shaving Title

By MELVIN DURSLAG
LOS ANGELES — To start with, Richard Crux likes ladies, he is single and he lives in London. Roughly, this is tantamount to having a sweet tooth and living in Hershey, Pa.

Needless to say, Richard, who is 25, is active socially. A graduate of Rugby, which is in Warwickshire, he works as a computer operator for a mining company.

It is his custom to shave each morning before departing for his office. And then he does it again in the evening preparatory to the nocturnal events of his city.

From such a humble beginning, Richard was destined for greatness. And he has arrived. Today, he is the world's champion speed shaver with a double edged razor.

Undefeated, he has gone ear-to-ear in as fast as 13 seconds, shattering all existing records. His stroke is matchless. And, nimbly, he works the upper lip



Durslag

with deftness of a violin virtuoso playing pizzicato.

Crux won the title last September in London, unseating the existing champion, a zoologist from the Isle of Jersey named Michael De Havilland-Geraghty.

Overconfidence ruined De Havilland-Geraghty. Officiating at the shave-off was a local model, 5 feet 11, attired in a micro-mini skirt and a pink angora sweater, very snug. Eyeing this smashing creature, unworried about Crux, De Havilland-Geraghty blew a decision.

Impressed with the new champion, Personna blades signed him to a contract and currently is sponsoring him on a tour of America.

In competitive shaving, the clock doesn't start until the principals are lathered up. An entrant with a mustache is handicapped three seconds. One with long sideburns must give up two seconds. Points also are deducted for nicks and for spots not whisked clean.

An average shaving time for Crux is 17½ seconds. He requires but two major strokes, plus clean-up.

Of course, being single, he enjoys a distinct advantage.

How many husbands, blood pouring from their faces, have emerged from the bathroom, screaming at their wives, "I've told you 50 times — when you shave your legs, don't leave the blade in the razor!"

The trouble with everyday shavers, says Crux, is that they make too much of a case out of the simple function of shearing their whiskers.

To begin with, it is not necessary to remove one's shirt to get a lather shave. Crux, in fact, doesn't even remove his necktie, much less his glasses.

"Gentlemen muck about too much merely getting ready to shave," he says. "As you Americans say, they psych themselves out. Felling that a blade and lather shave is too much trouble, many resort to an electric razor, which doesn't do the job as cleanly."

"How can a guy shave with lather without taking off his shirt and tie?" he was asked.

"Simple. You tuck in the collar a bit, apply a small amount of lather — this is only a lubricant for the blade and men use far too much — and whisk it off with the longest strokes possible, instead of with scads of short, choppy strokes."

"What do you do when the lather drips on your suit?"

"If you lean over the basin at the proper angle, this is impossible."

Once the lather is applied, the average shaver, according to Crux, can learn to remove it easily within one minute.

It is important that men in this country develop good shaving habits, considering the difficulty these days of getting a shave in a barber shop.

It is easy to get one in England, and, of course, in Italy, the home office, the shave is a local art.

But American barbers, with operations keyed to assembly-line haircut production, don't like to mess with shaves. To discourage them, some shops charge \$3.50; others have rejected them altogether.

Confessing to Champion Crux that we watch television, we inquired, confidentially, "Is there really something about an Aqua Velva Man?"

He responded, "post-surgical care is another field."



RICHARD CRUX of London, England, the world's fastest shaver, demonstrated his technique Friday at the American Safety Razor plant in Verona during a tour of the United States. (Staff Photo by Sheffer)

World's Fastest Shaver Pays Visit to Area Plant

VERONA — Richard Crux, 25, of London, England, is touring the United States after being proclaimed the world's fastest shaver in a contest held recently in London, sponsored by Personna Razor Blades.

A bachelor and computer

operator for an international mining company, Mr. Crux, who visited the American Safety Razor plant here Friday, entered England's world champion speed shaving contest held in the men's hair dressing salon of Bush House in London.

Having seen a notice of the contest in the London Times, he entered and beat the former champion with a total shaving time of 19 seconds; 14 seconds faster than the old mark of 33 seconds.

The six-foot-eight Englishman will be touring 10 major cities in the U. S. to demonstrate the outstanding speed with which he is able to get a clean comfortable shave.

During his five-week tour he will challenge all comers to his new found title as Speed Shaving Champion of the World.

The contest, set up and promoted by Personna Razor Blades, is used as a promotional gimmick as well as determining the fastest shaver in the west.

1002403276

(5)



FASTEST SHAVER IN THE WEST is the billing given Richard Crux, 25, of London, England as he touches up on his chin in a shaving demonstration at the American Safety Razor Co. in Verona. Mr. Crux, who stands six feet, eight inches tall, assumed the title after winning a contest in London

by shaving in 19 seconds, defeating five other contestants. He is currently making a tour of 10 major cities of the United States for Personna Electro-Coated Blades and also plans to appear on the Tonight Show in New York. Mr. Crux insists he "can't get a close shave with an electric razor."

(News-Virginian Photo)

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1002403278A

Fort Worth Press
FORT WORTH, TEXAS
D: 50,575 SUN. 56,904

NOV 13 1968

By the way

In Dallas today: RICHARD CRUX, the young Londoner who demonstrated his world's fastest shave on the Johnny Carson Show Monday night. Crux, 25, has shaved himself in 13½ seconds, hopes to set a new record of five seconds. He's on a promotional tour for Personna blades.

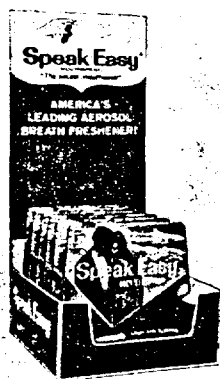
TO FORT WORTH'S ALREADY bountiful line-up of touring shows due this month and next, add a touring company of "Funny Girl," to play at Will Rogers Auditorium on Saturday night, Dec. 21. To be seen in the original Barbra Streisand role is CARMEN NATIKU, star of New York musicals and opera. Co-starring with Miss Natiku is WALLY RUSSELL, brother of film star Jane Russell. Amusement Ticket Service will have tickets later.

Fort Worth singers BONNIE PEMBERTON and WILLIAM PICKETT were to be heard on today's Don Shook Show, Channel 21, 5:30 to 6 p.m. Also the JIM NICHOLSON combo and The Novas . . . Today.

Happy 15th birthday today to Italian Inn at 3132 E. Lancaster . . . opened on this day in 1953 by ARMAND JONES, SID SMITH. The late BOBBY PETERS, television's beloved Daddy-O, picked the restaurant site. *Jack Gordon*

TELEVISION AGE
NEW YORK, N.Y.
NOV 13 1968

NOV 13 1968



MOUTH FRESHENER DISPLAY

SpeakEasy aerosol mouth freshener is now available in two new packages—a compact space saving chute display and a pilfer-proof blister pack. Each display contains one dozen units. ASR Products Co., Div. of Philip Morris, Inc., 100 Park Ave., New York, N.Y.

Mrs. Shirley Knicely, a Personna quality control blade tester, stumped all the experts on a recent showing of *What's My Line?* except one, the flacks for the American Safety Razor Co. pointed out recently. Arlene Francis, veteran member of the panel and, you should pardon the expression, a gal with a razor-sharp mind, correctly identified Mrs. Knicely as a razor blade tester on the panel's last question.

Says the press release about the event: "Mrs. Knicely described to the panelists, the studio audience and the national television audience how Personna Electro-Coated Blades are tested for quality, sharpness and uniformly-coated shaving edge."

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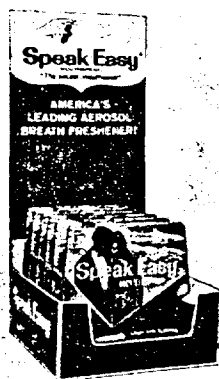
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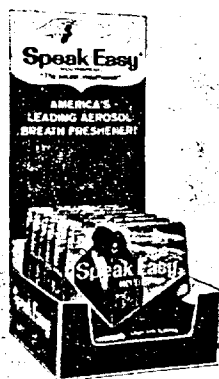
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1002403278

NOV 1 1968

PAUL JORDAN on PACKAGING



'Let Us Send You A Postcard'

Launching a new or an improved product is no simple matter. When months or even years of research and development culminate in a new promising and marketable item, how do you go about getting the millions of prospects to try it? How do you convince them to abandon their old habits and switch their loyalties? One way of course, is to give the prospect a sample so that he can judge the quality and sell himself on the product. Hence the search for more effective sampler packs is a natural outgrowth of the need to tell the story of the new development.

This problem was faced by American Safety Razor (a division of Phillip Morris Inc.) when the company introduced the new advanced 'Personna Electro-Coated' razor blade. This new blade had properties that were intended to make the user feel comfortable after a number of shaves, and the manufacturer was convinced that if a shaver could try the blade, he would want to buy it. The problem was how to get it in his hands in a practical and economical manner while protecting the delicate blade against the rigors of the mails.

A successful solution was provided by Package Products Co. of Charlotte, N.C., which came up with a novel sampler packet. It is a compact, light-weight, attractive mailing piece which functions with the simplicity of a post-card, yet it gives complete protection to the blade.

The mailer consists of a folder of 16-pt board printed in full color, with the sales message and illustrations of the retail package. A slightly debossed recess in the center seals in the sample blade in its colorful wrap. A die-cut thumb notch and a perforated "trap-door" section enable the user to open the blade compartment and remove the sample easily. The closure panel—which becomes the face of the package—is folded down over the blade compartment and sealed along the bottom edge. A perforated tear-tab



strip adjacent to the glued edge makes opening simple and effective. Package Products Co. not only developed the sampler package but also engineered and built special machinery for automatic inserting of blades, folding and sealing of samples, and forming the opening tab. This is accomplished at high production speeds for economy, without damaging the delicate edges of the blades. In fact, the blades are not touched by hand from the unpacking of the bulk shipping containers to final completion of the sampler package. Special sensing devices accurately check each folder to ensure inclusion of a blade. If a empty blade wrap is inserted, or if a double wrapped blade is found, or if the blade fails to be inserted, the equipment automatically rejects the package.

The entire packaging job, including the printing, inserting of blades, and sealing, is handled in the label and lithograph plant of Package Products Co. Completed samplers are shipped to American Safety Razor Co., ready for addressing and mailing to shavers all over the country. All the company has to do is to mail a postcard to its various prospective customers.

AL MARTINEZ

For All of You Little Shavers



I rarely think about shaving. When I get up in the morning I do everything by pure animal instinct from the time I kick back the covers until I head out the door, where my wife gives me a final check to make certain I am zippered and buttoned and in otherwise reasonable shape to face the public. Then she points me and gives me a friendly little pat and off goes, yawn, one of Oakland's journalistic giants, hi-yo Silver, away.

The only reason I mention this today is that I have interviewed The World's Fastest Shaver . . . and also because I just came back from Acapulco and I don't have anything else to write about, too bad.

The World's Fastest Shaver is an Englishman named Richard Crux, a 25-year-old data processor, whatever that is. He processes data? Oh.

Mr. Crux is on a five-week tour of the Colonies for Personna Blades and he is challenging everyone in the States to beat his world record shaving time of 19 seconds.

He is six-feet eight-inches tall, by the way, which is really a coincidence because so am I. We are both also extremely broad-shouldered and strikingly handsome, but I'm not just another pretty face. I have a magnificent body too.

Now then. Mr. Crux wanted to show me how fast he could shave, because a champion is always proud of his accomplishments. So we went into the washroom.

Here is the World's Fastest Shaver

slowly removing his coat and loosening his tie. He drops a Personna Electro-Coated, Magic, Data-Processed, Kandy-Kolored, Space Age, Singing Blade into his razor. He wets his face. He puts on the shaving cream. The tension is unbearable.

A photographer stands by. The public relations man clutches his rosary beads. I hold the stop watch. On your mark. Get set. Shave! He leaves the starting blocks fast and low.

Whoosh, one major stroke from the edge of his left sideburn to the middle of his pointed chin. Ole! Swish, another major stroke from the edge of his right sideburn to the middle of the same chin. Bravo! It makes you proud to be a man.

Under the nose, zip-zap, under the chin, zoom-boom, and he's finished — in the unofficial record-beating time of 15 seconds! The Champ has done it again, folks, right here high atop the Tribune men's room!

The judges were so pleased they awarded Mr. Crux both ears and the tail.

Later, in the shower room, I asked the Champ how he did it and he replied, "Well, I shave every day." Is that all? "No, I take long smooth strokes, otherwise I'd chop myself to bloody glory."

Then he gave out autographs, thanked the press and went off whistling "There'll Always be an England."

The rest of us rushed out on to the field and tore down the goal posts and got drunk. That's the end of my story. By Al Martinez, Age 39.—almtz

1002403280

LIFE NEWSPAPERS

SECTION TWO

**Fast And S-M-O-O-T-H!**

Judges in shaving contest examine John Korda's face after he executed a no-nick shave in speed shaving contest sponsored by Personna Electro-Coated Blades. Korda, whose shaving time by stop watch was 27.7 seconds, resides at 1836 S. 58th ct. The judges are Hal Baim and Miss Bart Digrassia, directors at a model agency. The contest was held in the Gaslight Club in Chicago.

Five Magazines Join TV in Ad Campaign For Personna Blades

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22 Drug Trade News, December 2, 1968



ON THE SHELF—Shelf arranger for ASR Products Company's 'Speak Easy' breath freshener has gravity feed, ready product identification and a rigid shelf clamp. The shelf arrangers are for gondola or rack display.

UNITED STATES TOBACCO JOURNAL

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LIFE NEWSPAPERS

SECTION TWO

**Fast And S-M-O-O-T-H!**

Judges in shaving contest examine John Korda's face after he executed a no-nick shave in speed shaving contest sponsored by Personna Electro-Coated Blades. Korda, whose shaving time by stop watch was 27.7 seconds, resides at 1836 S. 58th ct. The judges are Hal Baim and Miss Bart Digrazzia, directors at a model agency. The contest was held in the Gaslight Club in Chicago.

Five Magazines Join TV in Ad Campaign For Personna Blades

Personna Electro-Coated blades are being promoted in Personna's first broad-scale magazine advertising campaign.

Paul D. Townsend, vice president—general products of Philip Morris Inc., announced that the magazine campaign has been added to Personna's extensive television advertising schedule, which includes nine network television programs plus spot pools in major markets.

The Personna campaign boasts that Personna Electro-Coated blades can "shave better than Gillette's."

One typical headline in the campaign states: "Personna blades have to shave better than Gillette's. Not just as good. Better."

Personna blades are advertised on nine Philip Morris-sponsored television programs.

Magazines in the print schedule are "Life," "Time," "TV Guide," "Sports Illustrated" and the "Saturday Evening Post."

Personna blades are made by American Safety Razor Co., a subsidiary of Philip Morris Domestic, one of three operating companies of Philip Morris Inc.

22 Drug Trade News, December 2, 1968



ON THE SHELF—Shelf arranger for ASR Products Company's 'Speak Easy' breath freshener has gravity feed, ready product identification and a rigid shelf clamp. The shelf arrangers are for gondola or rack display.

UNITED STATES TOBACCO JOURNAL

November 28, 1968

Speedy Briton Wins The Shaving Derby

By JOHN KEASLER

What with everybody else at the Olympics the other day, I thought I would stay home and cover the world's champion shaving race. Somebody has to do it.

It was quite a bloody battle, as a matter of fact — and, frankly, it's the last shaving contest I'll ever judge.

Columnists get called on to judge beauty contests, baby contests, pet contests, whale-panning contests . . . and, out of pure momentum, I was into this one before I fully grasped the fact that all the competitors had razors in their hands.

But the losers were good sports. They bled quietly. So did the winner, for that matter, a 6-foot-9 British lad named Richard Crux.

He's the world champ shaver. At least he's the world's champ shaver as far as he's concerned, and if somebody else claims the title, I don't know about it.

Maybe you are, sir — how long does it take you to shave? It takes him 18 seconds and he's now on a nation-wide tour of America to defend his title.

That's the way with press agent stunts. One week you're minding your own business on the job at a computer firm in London; the next week you're touring America and trying to outshave every Yankee bloke.

"I saw an ad in the London Times announcing a shaving contest," said Crux, lathering up in a most unlikely arena — Miami Springs Villas, where local talent had gathered to challenge him in the shindig sponsored by a super stainless steel blade company.

"How long had you known you were an unusually fast shaver?" I asked.

"Me? Never," he said. "However, once I answered another ad in the London Times and got free tickets to a show called the Giants. I thought I would see what else was free. I won, and here I am in America."

"So you are."

Still slightly baffled, I heard Thomas Jefferson — the whole day was like that — explain the rules. Tom is the publicist for the contest, and he said, "London rules—we're using the London rules, of course—are very firm about sideburns."

"They are?"

"They are. Long sideburns constitute a one-second penalty — you don't have to shave that area, see? Cuts are one-second penalties per cut. Unshaven half-inch

patches are two-seconds; one-inch unshaven patches, four inches."

"Patches of how long?" I asked, "and do big cuts count more than . . ."

"Shhhh," he said. "Contest time!"

The crowd was hushed. The first contestant was a young man named Charles Braha. Crux's London time was 18 seconds. All contestants used safety razors with the same kind of blades.

"Go," said Braha, and started scraping. The timekeeper started the stopwatch. It was fairly painful to watch. Braha had a lot of moxie but he lost to himself on a TKO — eight cuts which, with long sideburns, added nine points to his 35 seconds.

"We should have held this at the blood bank," said TV Commentator Bill Bayer who with Columnist Larry Thompson and myself were the judges.

The next contestant, J. E. Stevens, an airline inspector, zoomed through with a minimum of self-destruction in 30 seconds. I asked his previous qualifications.

"With a seven-member family and a one-bathroom home," he said, "you learn to do everything fast." He, too, ended up out of the money — \$100 prize was offered to the Miami champ, in newspaper ads.

A young competitor named Bert Rayne could have mopped up if Shave Track Betting were legal here. I would have bet anything against him — he's a black-haired young man with a heavy stubble like . . . well, do you remember when the Old Nixon had a heavy beard?

But he zipped through in 18 seconds and only his one-second long-sideburn penalty kept him from a play-off to take the coveted Shave Trophy back from Britain. He said he's fast because he shaves twice a day.

A really swift man with a razor, W. Welsh Pierce, could have been big trouble — but, from the habit of years, he went back over his chops again . . . total 22 seconds.

The last contestant, Richard Chaiken, cool in the clutch, debonair, tied the 10 seconds and split the \$100. The British champ looked a bit shook. Was he to lose in the first American bout?

"Stop!" he called, after only 11 seconds. He had left a four-second penalty patch and had three little nicks . . . but he held the championship by one-second.

"Boy," I said. "You better practice up more every day."

"How?" said Richard Crux.

So much for another breathless sporting event. I've been trying to time myself at home with the alarm clock, but I don't recommend it.

How fast can you shave?

THE BLADE
TOLEDO, OHIO
D 172,003 SUN. 183,093

NOV 7 1968

Bergman

1002403282

(11)

NOV 19 1968



Miss Helena Tymchenko with part of the pile of Vietnam stockings she stashed in the office of her boss, Dr. Verdi Carsten.

Hygienists' project *Stockings for Vietnam*

"As you know," writes Miss Lorraine Miller, a member of the Syracuse Dental Hygienists Association now stationed with the USO in Seoule, "each year thousands of Christmas gifts and goodies are sent to our men in Vietnam.

"Items such as candies, fruitcakes and small gifts are received by the USO so that servicemen may have a better Christmas. We here at the USO are planning to set up a refreshments table beginning the week before Christmas, continuing until January first. We also hope to have enough small gifts to distribute to some of the troops in the demilitarized zone, and maybe make their Christmas a little brighter.

Goodies Requested

"As you can imagine, we will be unable to do this unless we have the support of the American people. Would it be possible to ask some clubs and people in your area to send a few gifts and goodies our way this year? It would be appreciated so much if they could."

After the girls in the local association received this letter, they obtained names of local servicemen from the Volunteer Center, and began "talking it up," according to Miss Helena Tymchenko and Miss Mary Kay Hellenbrand who were appointed chairmen and cochairmen of the project.

200 Filled

The result?
Enough to stockpile 200

stockings full of toothpaste, toothbrushes, soap, combs, pens, stationery, blades, wallet size calendars and candy. Onondaga Dental Association helped, as did Dental hygiene students at Onondaga Community College, the Norton Star Dental Supply Co., Lincoln Bank, The Colgate Company and American Safety Razor

Company, plus many, many individuals.

The stockings are packed, and they'll be on their way within a day or two, with "a wish for a Merry Christmas and a New Year filled with hope and peace."

One more thing. The association reports you don't need a name to send a gift through the USO to Vietnam.

1002403283

(13)

MARKET SQUARE

GAZETTE

SUDS--THE SOAPY KIND--CAPTIVATE SQUARE INTEREST



"So THAT'S what a razor looks like!" This might be the comment of Neal Banning, right, co-owner of the Galleria Opera House, as the world's champion speed shaver, Richard Crux of

London, England, studies Neal's handlebar mustache for size in the photograph at the left. But Crux didn't get to use his razor on Banning's appendage. In the photo at the right, Maurice Barron, manager of



Ruby Red's, holds the liquid as Crux demonstrates his 19-second shave technique to the delight of Maurice's pretty wife, Ann. Crux toured several Old Market Square fun spots as part of his appearance

in the United States sponsored by Personna Electro-Coated Blades. In London, he is a computer programming operator for a gold-mining company. — Gazette staff photos.

1002403284

Clark stepping high with its neat shuffle

(George Lazarus is on vacation. This column was prepared by Joe Cappo, a Daily News business writer.)

Thanks to the combination of "a simple ballet and hop scotch," Clark Gum Co. has waltzed into the upper strata of the chewing gum business.

That combination, of course is the Teaberry Shuffle, the zany, hop-step which forms the nucleus of television commercials for Clark's Teaberry gum.

SIX YEARS ago, when Philip Morris Co. acquired Clark, the gum was being distributed only on the East Coast. In 1964, the parent company decided it wanted to establish a national brand of gum, and appointed Leo Burnett Co. as its agency.

The advertising had to be geared for people "to remember us with a smile," explained Jim Shymkus, Burnett copy supervisor, at a regional meeting of the American Assn. of Advertising Agencies.

"So if they stumbled across a pack of Teaberry, they'd take a real flyer and risk a nickel."



Inside marketing George Lazarus

THE BURNETT people were looking for that certain something that happens to people who chew Teaberry. Dozens of ideas were submitted, considered and rejected . . . until someone heard Herb Alpert and the Tijuana Brass play a zesty number called the "Mexican Shuffle."

That was it. The agency began devising shuffles, looking for the right one.

"We looked at steps that were as involved as the last act of "Swan Lake." And some that were so simple, you never knew they happened," Shymkus said.

A SHUFFLE finally was chosen. It turned out to be "a cross between a simple ballet and hop scotch."

The next problem was to work the shuffle into the commercials, to have it interrupt everyday life.

A policeman directing traffic at a busy intersection pops a stick of Teaberry into his mouth and breaks out into the shuffle. The same thing happens to a bride walking down the aisle, to a little old lady who can hardly walk let alone shuffle, and to an Army recruit in marching drill.

"The more improbable the situation, the funnier and more memorable it would be," Shymkus said.

The ads have been memorable enough for the consumer, with Teaberry sales up 300 per cent since Clark started advertising in 1965.

HOUSTON CHRONICLE
C. 280,472 CUM. 12/7/13

NOV 17 1968

Shuffle Puts Teaberry Gum In Top Strata

BY JOE CAPPO

Chicago Daily News Service

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1002403285

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1002403285

AMERICAN ADVERTISING
MERCHANDISE
EVANSTON, ILL.
MONTHLY \$5.00

NOV 1960

Clark 8-Stick Gum

Long a 5¢-seller in vending machines, the Clark Gum Company's Cinnamint flavor chewing gum is now available in 8-stick packages to be sold in venders at 10¢. Edward Harris, Clark Gum product director, said the sale of the new 8-stick, 10¢ retail gum will "just about double the volume and profits generated by vending machine columns."

He said that while Clark will continue selling 5¢ Cinnamint for vending, "this new size will extend our policy of providing the best service and profit to the growing number of vending machine operators switching to 10¢ gums." The new 8-stick packaging uses a box of two sleeves, each containing 10 packages of gum.

Clark also makes Fruit Punch, Teaberry, and Peppermint flavored gum and Di-et gum in Spearmint, Peppermint, Cinnamon, and Fruit flavors. Additional information is available from Mr. Harris, Clark Gum Co., Dept. AAM, 100 Park Ave., New York City, N. Y. 10017.

1002403286

NOV 10 1968

MILEPOST

The Package Sells the Product

Packaging has its Mona Lisas. That famous Kleenex box was originally designed more than 30 years ago. The Coca-Cola bottle, which is so familiar worldwide that it has trademark status, made its appearance during World War I. Until recent years, however, the package to the average businessman was a box, bottle, bag, or tube that was O.K. as long as it didn't leak.

With the advent of super-sized retail outlets and self-service, and the new product explosion of the 1950s, packaging began to achieve status as a sales tool. How could a housewife choose between a dozen grocery products on the shelf, each extravagantly advertised but all more or less alike? More and more often the answer given was the package—the silent salesman at the point of sale, as the cliché goes. Brave marketers proved it. Philip Morris introduced Marlboro cigarettes in a flip-top box in 1955, tied the package tightly to advertising and promotion, and the brand took off. Hudson Tissues, pitted against Kleenex, came up with the idea of a removable plastic sleeve that carried all labels and advertising copy and could be slipped off to leave a pretty dispenser box. (Eventually, Kleenex turned in the old box for a designer package, too.)

Anheuser-Busch hired high-priced designer Jerome Gould to create a package that could fight the invading European brews. The result in 1961 was the elegant Michelob bottle, which has since had imitators in products from shampoo to salad oil.

By then, of course, everyone agreed that good-looking packages sell goods. A designer could talk on such esoteric topics as human perception of shape and size and the sex-relatedness of color and get a hearing in almost any marketing department.

But the big word was convenience.

In the 1960s, technological progress and a veritable materials explosion gave marketers a chance to compete for consumers by going after their growing appetite for convenience. The coffee industry, after resisting change for years, finally scrapped the unpopular key-opening can in 1964, replacing it with one that opens with a can opener and recloses with a plastic lid. Plastic alone spawned great numbers of new packages, from squeeze-bag pie crusts to transparent egg cartons.

"The package is the product" became a meaningful phrase as innovations such as cartridge-loading cameras, boil-in-bag foods, and briquets that burn up in their box made it impossible to say exactly where product ends and package begins.

Today, U.S. manufacturers spend upwards of \$17 billion a year on packaging materials, an amount that is multiplied by the conversion and finishing costs before the package goes to market.

ADVERTISING
CHICAGO
NOV 10 1968

NOV 4 1968

Cigarette Is Burnett's Baby

To the Editor: I heard the most hilarious rumor of the year this past Saturday night at a party full of Chicago advertising people. The word seems to be that a certain New York agency is responsible for the creative work of the Virginia Slims campaign.

My only interest is as a loyal Burnett person. The campaign is entirely a product of Burnett creative people. It is selling cigarettes faster than the certain New York agency ever did. But isn't it amazing how people are willing to believe all good things of people who are not only good but pretty?

Hal Kome,
Leo Burnett Co., Chicago

NOV 10 1968

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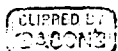
1002403289

PM INDUSTRIAL

Who will win the biggest markets in snacks this year?

612 SNACK FOOD
NOV. 4, 1968

NOV 1968



The most sophisticated packagers. The companies whose packages have enough design appeal and appetite appeal to set them off from the hundred other snack packs on the shelf.

And to help you make your snacks best sellers, the American Management Association is offering an informative three-day Briefing Session . . .

SNACKS—MORE EFFECTIVE MARKETING THROUGH BETTER PACKAGING

December 16-18, 1968 Barbizon-Plaza Hotel,
New York City

This Briefing will feature speakers who are authorities on the successful marketing of snack food. They'll discuss such topics as:

- What you should know about today's market—and the market of the future. Where the opportunities are and will be. What to expect in package standardization.
- The job packaging has to do for store distribution . . . for vending applications.
- New films and other new materials and developments in snack packaging.
- The importance of film selection, automation, cost factors and control—for packaging more efficiently and economically.
- How to use the full sell potential of graphic design.

If you want to upgrade your packaging, you'll find this meeting invaluable. Select a team of your most forward-looking managers to attend.

TO REGISTER, use the convenient business reply card. Or, for immediate confirmation of your reservations, wire or phone AMA's Seminar Registrar in New York City (212-JU 6-8100).

Leading the meeting are two distinguished authorities in the field of snack foods: Richard Hoffman, Group Marketing Manager with Fairmont Foods Company; and Gary L. Larson, Editor of SNACK FOOD Magazine. Guest Speakers at the meeting will include Eric Badelund, Weights & Measures Coordinator with the National Bureau of Standards; Donald F. Chambliss, Chairman of the Board with Snack Products, Incorporated; William Gouled, Vice-President of Sales Promotion for Macke Company; Glen Sontag, National Director of Design with Milprint, Incorporated; Gene Weaver, Packaging Manager for Wise Potato Chip Company; and Richard J. Minnium, Market Manager of Snack Foods for Film Operations, American Viscose Division, FMC Corporation; Harry Flynn, National Grocery Sales Manager, The Grand Union Company.

AMERICAN MANAGEMENT ASSOCIATION

NOVEMBER 1968

1002403290

1623291
1002403291A
ALUMINUM PAPER
MERCHANT
PARK RIDGE, ILL.
CITY 12,000

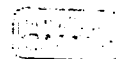
MILWAUKEE SENTINEL

NOV 1968

December - 1968

1002403291B
FOOD & DRUG
PACKAGING
E.O. 12812

NOV 21 1968



POLYMER INDUSTRIES: Moves headquarters operations from 10 River St. to expanded facilities at 1200 High Ridge Road, Stamford, Conn. . . . **SAMSON PAPER BAG:** Opens 140,000-sq.-ft. facility at Huntington, N.Y. . . . **GULF STATES:** Constructing new corporate headquarters offices in Tuscaloosa; to be completed this fall . . .

Milprint Award

Milprint, Inc. here has been awarded the "Order of the Foil" for achievement in aluminum foil design. The packaging firm, and Glen Sontag, Milprint art director, were cited by Anaconda Aluminum Co., sponsors of the award, for the design of a new package for Curtiss Candy Co. products.

Relocates Offices

STAMFORD, CONN.—Polymer Industries, Inc. has announced the removal of its headquarters to expanded facilities at 1200 High Ridge Road.

1002403291C
158 CHEMICAL ENGINEERING
E.O. W. 61,300

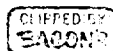
NOV 18 1968



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FOOD & DRUG
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NOV 21 1968



Pack Program Gets Grant

BROOKLYN, N.Y.—Three operating companies of Philip Morris Industrial recently gave a \$7,500 grant to support Pratt Institute's graduate program in creative packaging.

The three companies contributing to the grant are Milprint, Inc., Nicolet Paper Co., and Polymer Industries, Inc.

"To us the grant signifies that Philip Morris Industrial's companies share our concern for the serious 'people gap' developing in the packaging field," said Dr. James B. Donovan, president of Pratt.

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1623291
1002403291A
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MERCHANT
PARK RIDGE, ILL.
CITY 12,000

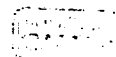
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FOOD & DRUG
PACKAGING
E.O.W. 35,000

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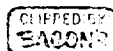
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MERCHANT
PARK RIDGE, ILL.
JANUARY 12, 1968

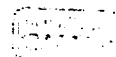
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158 CHEMICAL ENGINEERING
E.O. W. 61,300

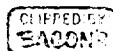
NOV 18 1968



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FOOD & DRUG
PACKAGING
E.O. 12812

NOV 21 1968



Pack Program Gets Grant

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ADAMANT PAPER
MERCHANT
PARK RIDGE, ILL.
JANUARY 12, 1969

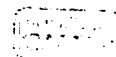
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December - 1968

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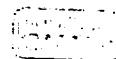
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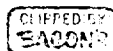
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THE MILWAUKEE JOURNAL
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POTATO CHIPPER

October - 1968



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GRAVURE

November - 1968



NFPA Holds Presidents' Conference

A varied program featured the fall meeting and presidents' conference held in September at the Waldorf-Astoria, New York, by the National Flexible Packaging Association. Frank Hanis (left), Milprint, Inc., president of the

association, is shown chatting with Howard J. Samuels, administrator, Small Business Administration, Department of Commerce, former packaging executive, who was the luncheon speaker. At right, E. C. Merkle, (left) NFPA

managing director, talks with Dwight E. Wheeler, Riegel Paper Corp. Mr. Wheeler gave a presentation on the electronic data processing practices in the flexible packaging industry.

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FOOD ENGINEERING

October - 1968

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THE CAPITAL TIMES
MADISON, WISC.
D. 45,729

NOV 21 1968

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"When a delayed delivery causes us to adjust our production schedule, we do seek to determine the specific causes. This is done not only to enable us to further evaluate this vendor, but also to constructively arrive at methods to avoid a recurrence. Where a delivery has had no particular impact on our operation, we will not make a great effort to determine the cause, but if the opportunity arises, we will informally discuss it with the sales representative of the firm involved."

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EVANSVILLE COURIER

November 19, 1968

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MILWAUKEE SENTINEL

November 16, 1968

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MILWAUKEE JOURNAL

November 28, 1968

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EVANSVILLE COURIER

November 19, 1968

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MILWAUKEE SENTINEL

November 16, 1968

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MILWAUKEE JOURNAL

November 28, 1968

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P.M. INTERNATIONAL

1002403296

November 7 1968

CAMPAIGN

September 27 1968

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68

Personna shows off its banned knocking-ads

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Now Ever-Ready Personna have taken the unusual step of sending out copies of the offending ads to 15,000 trade outlets.

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Dallow told CAMPAIGN that while it was "absolutely vital" to have controls on advertising, "when we have a significantly better product than competitors we should be able to say so." Certain competitors were making

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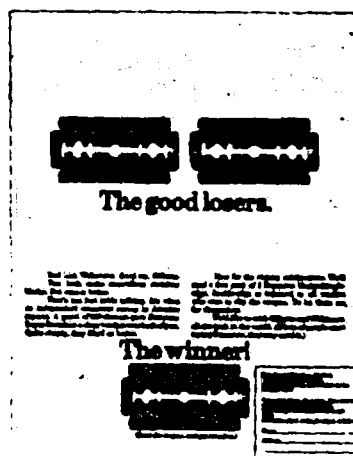
He said that the reason for publishing the banned ads was that the campaign "had to be put back and we felt it was only fair that the trade knew what was happening."

Personna's agents, Maclaren, Dunkley, Friedlander, will launch a revised £100,000 Press campaign before the end of the year.

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"A panel of 500 shavers gave Personna Super Stainless a clear verdict over both of you. Quite simply, they liked us better."

"Now for the victory celebra-



The ad that knocked too hard

tions. We'll send a free pack of 3 Personna blades (single-edge, double-edge or injector) to all readers who care to clip the coupon. To let them see for themselves.

"We'd like to wish Gillette and Wilkinson all the luck in the world. (If lots of people start trying Personna, they may need it.)"

Dallow said that "very extensive" consumer research was being carried out in Britain to "substantiate our claims and back up our future campaigns."

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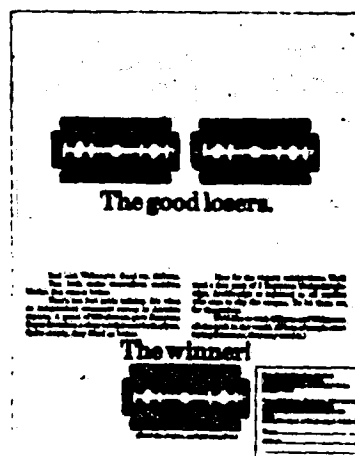
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CO-OPERATIVE NEWS

November 8 1 68

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October 1968

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THE GROCER
October 12 1968



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THE GROCERS' GAZETTE
October 5 1968



New
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RETAIL CHEMIST
October 10 1968

THE razor blade market is getting more cut-throat than ever. Chemists sell 21% of them (as against 28% by grocers, 24% by national chains, 15% by newsagents, 9% by hairdressers, and 3% by "others.")

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CAMPAIGN
COMMENT

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October 3 1968

Growing competition between razor blade makers

BY IAN DUNNING

EVER-READY Personna will be marketing a new stainless steel backed injector razor complete with five blades early in November for 9s 11d. Next month Wilkinson's new double edge safety razor—the first of this type ever produced by the company—will be marketed nationally backed by a £120,000 pre-Christmas advertising campaign. It will sell for 22s 6d with five blades included in the price.

These moves indicate that the fight for a larger share of the razor blade market is being revived again after a lull broken only by sporadic sniping among the big manufacturers in recent months. Despite the fact that Wilkinson hopes to profit from sales of the razor itself, razors mainly represent "loss leaders" which the blade makers use to sell more blades. The theory is that once the blade is tried the user will come back for more of the same brand—although there are no figures available to show how strongly this observation can be applied.

Personna, the smallest of the three main manufacturers, is the biggest dispenser of free blades with or without razors, and its claims for a steadily increasing share of the market are primarily based on this operation. Earlier this year 3m. samples went off with tins of Tom Thumb cigars, and since then the Total Oil company has been giving away blades with every four gallons of petrol purchased. At the moment Personna is in trouble with the Code of Advertising Practice Committee for what it considers "knocking copy" and is hurriedly revamping a new £100,000 Press advertising campaign which will put another 12m. free blades in the hands of householders.

Although Gillette and Wilkinson prefer to have a razor attached to their give-away blades, there is no knowing what new marketing techniques might have to be tried in the future to hold, let alone increase, market shares. The struggle to-day is more to promote brand loyalty and keep existing customers than to win new ones.

Although extravagant claims are made on all sides about market shares—confused by various types of blade and methods used to assess the market—Mr. Roy Randolph, Wilkinson's deputy chairman, probably gets as close as any

when he estimates that 40 per cent. of razor blade buyers "consistently buy from us, and the other 40 per cent. from them". Them, of course, is Gillette, which has a rather larger claim than Wilkinson to a further 20 per cent. of shavers without any particular brand allegiance.

To make sure that more shavers understand what brand allegiance means, the major companies are believed to be spending over £2m. in Press and television advertising this year to support a

known to be quite big in this field (the reason for its claim to a 16 per cent. share of the total market) but there are also various small companies in Sheffield, for instance, which will produce blades at prices that allow extremely wide profit margins.

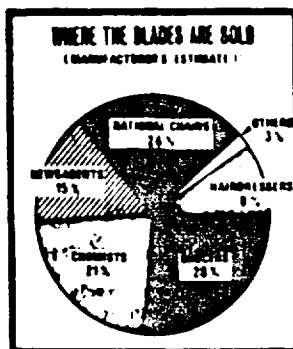
So far this threat is a relatively small one, but sales of "own brand" blades are continuing to nibble away at the market shares of the major manufacturers. Tesco, for example, reports that blades sold under its own label now account for a "slowly growing 10 per cent." of all blade sales.

Apart from own brands, a new low-priced stainless steel blade developed by two ex-Wilkinson men has just appeared on the scene. Called Jewel, and marketed by Blade Industries, its backers intend that it will carve itself a 10 per cent. share of the blade market by the end of next year. This rather optimistic forecast leaves its competitors unruffled, but if the blade achieves only a small part of its objective, the struggle to increase market shares among the other companies will become even more intense.

Even though a large percentage of all the blades produced by Gillette, Wilkinson and Personna are exported (and all report an increasing volume of sales in this area), with pressure likely to increase considerably on the home market, diversification into other products appears to be the best answer for maintaining profits in the future.

Gillette is at present streets ahead of its competitors in this respect, and has launched no less than 15 new products since March, 1965, ranging from Right Guard deodorant (the first) to the recent Spruce after-shave.

The success of this operation can be gauged from the fact that these lines now account for over half of Gillette's total turnover. Wilkinson, although having a growing share of the market for garden tools, has only just started to test market an aerosol shaving cream in the U.S. and Canada, and Personna, big in surgical blades, has yet to show its hand. Nevertheless, in the years ahead the present struggle could well be based on toiletries rather than razors—but with free blades of course.



market which is worth only some £14m. by even the most optimistic reckoning. This figure has shown little movement in recent years, nor has the division between wet and dry shaving altered significantly, roughly 20 per cent. of shavers favour electric razors.

At the same time, however, wet shave advertising expenditure has increased by about £500,000 in the past three years. Personna, preferring to use the bulk of its budget on simple blades and in-store promotions, feels that spending on pure media has long since reached a stage of diminishing returns.

This may be the reason why the main battle for the blade market is currently taking place in chain stores, grocers and supermarkets where in-store promotions count for more. This sector accounts for approximately 52 per cent. of all blades sold. Although prices of the popular brands are cut in line with other commodities, the real threat in this area is from the increase in sales of "own brand" blades made privately for the various organisations. Personna is

1002403300



Kinesisk sjubb med mockaskärp, lätt, varm och oöm. Skunk, vackert randad, en festlig vardagspäls.

1002403301



KÖRSNÄR
IVAN PETERSSON AB

Birger Jarls gatan 6. Tel. 11 95 62, 11 95 63, 11 95 64

(5)

*femina No. 44
No. 3 1968*

Date 15 April 1968

Lynch Pidler Associates
Box 4276, G.P.O., Sydney.

Here's a filter that tames the killer tar



1002403302

IT looked like a filter any smoker would give his right lung for . . .

Not one particle of tar got through.

It's called Millipore, comes from America, and costs 2½ cents.

It lasts through five cigarettes.

By MAX GRANT

But you probably won't be game to be seen smoking with one in the street.

It's the size of a 50 cent piece and needs a holder the size — and look — of a baby's dummy.

"And in any case," says John Swan, "it would make cigarette smoking taste like sucking through a straw."

John M. Swan is Pro-

fessor of Organic Chemistry at Monash University.

He and his colleagues were responsible for the analysis of 13 cigarette brands which formed the basis of the Anti-Cancer Council's recent demand for compulsory labelling of tar levels on cigarette packets and in advertisements.

Monash University's smoking machine puffed away — through Millipore filters — at 100 of each brand, bought at random throughout Australia, to give these tar content results:

Hallmark Myria filter (7.1 milligrams per cigarette), Ransom (7.4), Hallmark charcoal filter (14.9), Kent (18.0), Alpine (18.8), Escort (20.3), Albany (20.4), Camel plain (23.7), Belvedere (25.1), Kool (25.2), Rothmans plain (26.3), Craven A plain (26.5) and Philip Morris regular (32.3).

Is tar content all important?

'No doubt'

"There's really no doubt about it," Professor Swan said with evangelistic fervour.

He is in his early 40s, quietly spoken and normally doesn't like to talk about himself.

"One in 10 heavy smokers will die of lung cancer, and the tar is the main known agent that leads to it."

"The smoke you see curling up from a cigarette is basically light reflected from tar particles."

"But even to sift out tar may not be enough."

"There are gases present in smoke, too —

gases which when tested at higher concentrations can be shown to be very toxic.

"We want to do some more work on this, along with chemical analysis of other Australian brands," Professor Swan said.

What hope has the heavy smoker of getting a safe filter?

"Designing filters is really not my business," Professor Swan said.

"I doubt if the Millipore filter could be built into a cigarette."

"Scaling it down could make it ineffective."

Size, shape

"Size and shape of the cigarette, type of paper, grade and cut of tobacco — even the fertiliser used on the tobacco plant — all play a role."

"It's a very complex problem of applied chemistry."

Yet Professor Swan, always a non-smoker, is sympathetic to the other half.

"If people must smoke — and about 50% of 20-year-olds still start — we have to give them a low tar cigarette and encourage them to use it so that their chances of death from lung cancer become no greater than, say, death in a car accident."

"This will need determined Government action such as:

- "Labelling, in big letters, of tar content on cigarette packets."
- "Imposing heavy excise duties on high tar brands so they cost more."
- "Setting up a Federal Government laboratory to check all brands regularly."
- "Smoking, after all, is not a habit. It is a drug addiction."
- "And drug addicts need help."

1002403303

From *Natgothic News* 3.

Date 1-11-63

W.A

Lynch Pidler Associates
Box 4276, G.P.O., Sydney

MANY AUST. CIGARETTES SAID TO HAVE TOO MUCH TAR

Vic. Anti-Cancer Council Report

Melbourne, Oct. 31. — Tests on 13 brands of Australian-made cigarettes have shown that 11 of them have a tar content above a "tolerable maximum", according to a report by the Victorian anti-Cancer Council.

The tests were made by the Department of Chemistry at Monash University, under a research grant from the council.

Announcing the result of the tests to-day the council said: "Tar is the part of the smoke on which most suspicions had fallen. It contains a number of well-known cancer causing agents."

The tests showed that Hallmark cigarettes with myria filter have the lowest tar content of 7.1 milligrams. Philip Morris (regular) has the highest with 32.3 milligrams.

This is the tar content table of the 13 brands tested:—

Hallmark (myria filter) 7.1; Ransom 7.4; Hallmark (charcoal filter) 14.9; Gent 18.0; Alpina 18.8; Escort 20.3; Albany 20.4; Camel (plain) 23.7; Belvedere 25.1; Kool 25.2; Rothmans (plain) 28.3; Craven A (plain) 26.5; Philip Morris (regular) 32.3.

Method

The council said the method used to establish the tar content was that used by the United States Government's Federal Trade Commission.

The anti-cancer council said to-day: "People should know the tar level of all brand of cigarettes, and most effective way would be compulsory labelling of packets."

The council says, too, that all advertisements should carry a statement of tar content.

"And encouragement should be given to low tar brands," the council said.

"This could be achieved by an increasing scale of excise, thus making high tar brands more expensive."

"Pending Government action,

the anti-cancer council will continue to support research on cigarette tar at Monash University.

"From time to time reports will be issued until all brands on the Australian market have been covered."

The anti-cancer council says that tests made about a year ago showed that the average tar content of Australian made cigarettes was about 40 per cent. higher than American cigarettes.

"It was asked by the press and in Parliament whether the higher tar content was because of Australian tobacco," it says.

"The recent tests show that Australian tobaccos are not at fault. Each of the two major companies produces a low tar content cigarette comparable with the lowest available in the U.S.A."

Compulsory labelling of tar levels of cigarettes on packets will be discussed by Federal and State Health Minister at their next meeting.

The Victorian Minister for Health, Mr. V. O. Dickie, said to-night that the figures on tar levels compiled by the anti-Cancer Council of Victoria would be put before the conference by the National Health and Medical Research Council.

Mr Dickie said any action on labelling of packets would need to be done at a national level because cigarettes were produced for national sale.

The next conference of the Ministers will be in Adelaide next April.

From *NATGOthic News* VIC.

Date

Lynch Pidler Associates
Box 4276, G.P.O., Sydney

They'll take to the hills

The Alpine Rally, the longest-established car trial in Australia, gets under way again on November 23.

Organised by the Light Car Club of Australia and sponsored by Philip Morris, the rally was first staged in 1927.

The rally this year starts at the LCCA headquarters in Queens Road, Melbourne, then rallies to a point about 200 miles from the city.

From there, crews will face three highly competitive stages, totalling 450 gruelling miles over some of Victoria's most rugged alpine territory.

The rally will end at the Phillip Island race circuit the next day, coinciding with the Victorian Sports Car championship.

This is the last event which counts for the Australian Trials Championship, and

a top rally field is expected to enter.

Starters should include the Victorian Holden dealers team of three cars driven by Tony Roberts, Bob Watson and Reg Lunn.

Frank Kilfoyle (Ford Cortina) has a good chance of winning the championship if he is successful in this rally.

NO PROTESTS

The route of the rally has been checked and double-checked by the directors to ensure that the reputation gained with six protest-free years is maintained.

Unfortunately for the organisers, the London to Sydney marathon will take away some of the interest in this classic local event.

FOOTNOTE: If you could turn the clock back to 1931 you would have seen Carl Junker win the Australian Grand Prix in a Bugatti Type 57 — and two years later win the Alpine Rally in the same car.

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EN LOS ULTIMOS CINCO AÑOS:

DIVISAS POR MAS DE Q4 MILLONES HA RECIBIDO GUATEMALA POR LA EXPORTACION DE CIGARRILLOS

★ SEGUN ESTADISTICAS DE LA TABACALERA CENTROAMERICANA

Guatemala ha experimentado una percepción de divisas por valor de Q4.212.442, en los últimos cinco años, como resulta de la exportación de cigarrillos a los países centroamericanos.

Según informaciones estadísticas proporcionadas por la empresa Tabacalera Centroamericana, Sociedad Anónima, en 1964 se vendieron a los países del área cigarrillos por una suma estimada en Q73.195. En 1965 las negociaciones de este género ascendieron a Q606.594, mientras en 1966 llegaron a 831.968 y en 1967 a 1.590.774.

Hasta el mes de octubre del presente año, se habían efectuado exportaciones del producto por una cifra estimada en 1.109.910.

Se agregó que la planta in-

dicada ha efectuado también exportaciones de tabaco a países situados fuera de Centro América por un valor de Q361.211.

-Lo anterior demuestra dijo el señor Federico García, gerente de ventas de TACASA, el duro impacto que representa para la economía nacional la obstaculización que actualmente están encontrando nuestros productos en el mercado común, llevada a cabo en una forma ilegal, que es contraria a las normas que rigen la política de libre comercio entre nuestros países.

Se dijo que la situación creada, con el cierre de la frontera salvadoreña a la importación de cigarrillos guatemaltecos, también afecta en forma directa a las plantas procesadoras del tabaco, como Tabacalera

Centroamericana, que han hecho fuertes inversiones en el país y de las cuales depende un gran número de trabajadores.

-La Tabacalera Centroamericana- manifestó -tiene inversiones en el país por valor de Q2.977.677.

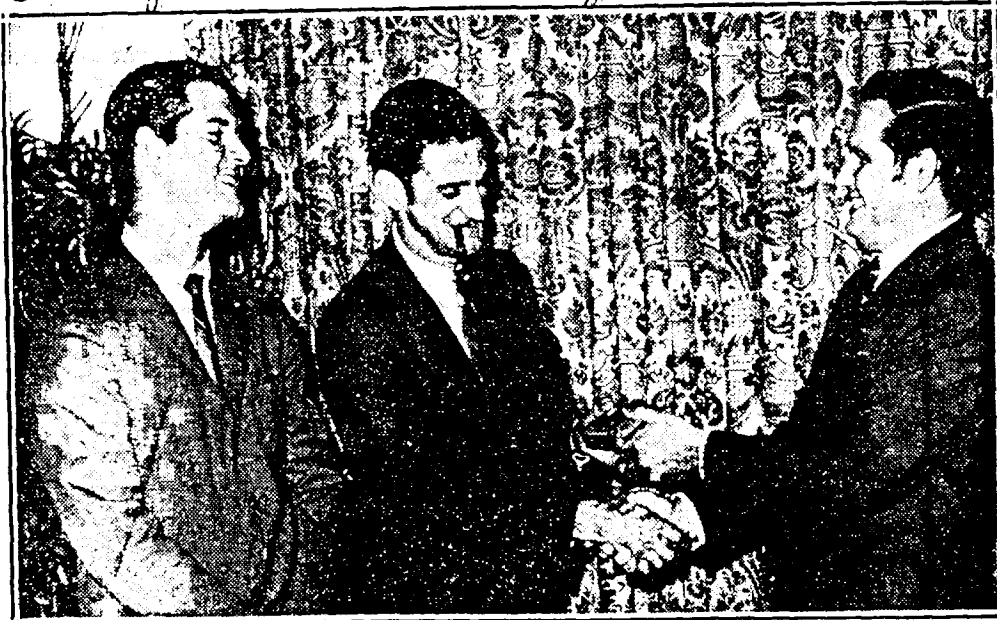
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DIARIO EL GRAFICO
GUATEMALA CITY,
GUATEMALA
DAILY - CIRC. N. AVAIL

NOV 2 1968

B. J. Miller

El Imparcial - Friday, November 22, 1968.



Donan Picadura a Club Fumadores

Juan E. Soto (derecha), Gerente de Ventas de Philip Morris en Puerto Rico, entrega al presidente del Club de Fumadores de Pipa, Jaime Fonseca, las distintas marcas de picadura que distribuye dicha firma. A la izquierda observa José Argamasilla, ejecutivo de Publicidad Siboney. (Foto SEI)

1002403305

Firma Dona \$1,000 Pro Monumento Poeta de Collores, Luis Lloréns Torres

Un monumento a la memoria del poeta puertorriqueño Luis Lloréns Torres será levantado en San Juan el próximo año mediante los esfuerzos que están llevando a cabo las dirigentes de la Unión de Mujeres Americanas, Capítulo de Puerto Rico.

De acuerdo con lo informado por la señora Samirí de Pérez, el proyecto en honor del Bardo de Collores tendrá un costo de alrededor de 50 mil dólares, al cual han contribuido entidades cívicas, empresas comerciales y personas interesadas en el desarrollo cultural del país.

"Una de las firmas que más nos ha ayudado — dice la señora Pérez — es la Philip Morris de Puerto Rico, que acaba de entregarnos más de mil dólares como contribución a nuestra campaña pro-monumento". La donación de la Philip Morris fue hecha por su Vicepresidente y gerente general, señor John E. Margetts.

Al hacer la entrega a las líderes de la UMA, señoras Carmen de Acevedo, Samirí de Pérez y Carmen Judith Rivera, el señor Margetts expresó "la inmensa satisfacción que su compañía sentía al poder cooperar en tan noble obra. Sabiendo el valor espiritual que significa para el pueblo puertorriqueño el poder honrar en piedra a Lloréns Torres, quien tanto exaltó las bellezas de su tierra,



De izquierda a derecha: Carmen Acevedo, presidenta de la UMA; John E. Margetts, vice presidenta y gerente general de la Philip Morris; Samirí de Pérez y Carmen Judith Rivera, del comité pro monumento a Luis Lloréns Torres.

nos sentimos honrados de poder ayudar a que se haga realidad el monumento", manifestó Margetts.

La iniciativa original de la UMA tenía como fin erigir un monumento simbólico a la mujer puertorriqueña. Sus propulsores fueron a consultar a don Ricardo E. Alegria, director del Instituto de Cultura Puertorriqueña, y éste les sugirió hacerlo en la figura de Luis Lloréns Torres, el poeta que más le ha cantado a la mujer puertorrique-

ña. De esa forma fue revivido un proyecto iniciado quince años atrás.

En aquella ocasión un Comité, integrado entre otros por las señoras Iris Ayuso y Angela Luisa Torregrosa, y el licenciado Carlos J. Torres, había bregado con la idea. Al mismo se unió la UMA con otro Comité presidido por

Samirí de Pérez, que tiene entre sus miembros a las señoras Rina Biaggi, Carmen Judith Rivera, Alida Camuñas y Belén Matías.

"Tan pronto tengamos los primeros \$10,000, el Instituto de Cultura Puertorriqueña nos duplicará la cantidad y entonces podremos anunciar las bases para el concurso

artístico que plasmará en piedra nuestros deseos, en el cual podrán participar escultores de todas las nacionalidades", comenta doña Samirí.

Hasta el momento la UMA ha recaudado más de seis mil dólares y cuenta con numerosas ofertas para engrosar los fondos destinados al monumento a Lloréns Torres.

EL MUNDO

Hogar

Viernes, 22 de Nov. de 1968 Pág. 21

1002403306

El Imparcial
Saturday, November 23, 1968

VIDA SOCIAL



John E. Margetts, vicepresidente y gerente general de Philip Morris en Puerto Rico, hace entrega de un donativo a las damas que componen el Comité Pro Monumento a Lloréns Torres. Son ellas, de izq. a derecha, Samirí de Pérez, presidenta; Carmen de Acevedo Montalvo, presidenta de la UMA y Carmen Judith Rivera. (Foto SEI)

Monumento a Lloréns Torres

Un monumento a la memoria del gran poeta puertorriqueño Luis Lloréns Torres será levantado en San Juan el próximo año gracias a los esfuerzos que están llevando a cabo las dirigentes de la Unión de Mujeres Americanas, Capítulo de Puerto Rico.

De acuerdo con lo informado por Samirí de Pérez, el proyecto en honor al Barro de Collores tendrá un costo de alrededor de 50 mil dólares, que está siendo cubierto mediante aportaciones de entidades cívicas, empresas comerciales y personas interesadas en el desarrollo cultural del país. "Una de las firmas que más nos ha ayudado —dice Samirí— es la Philip Morris de Puerto Rico, que acaba de entregarnos más de mil dólares como contribución a nuestra campaña pro-monumento"

La donación de la Philip Morris fue hecha por su Vicepresidente y Gerente General, señor John E. Margetts, quien dió a la Unión de Mujeres Americanas un cheque por el total de las utilidades obtenidas durante cuatro semanas de ventas en Puerto Rico de sus cigarrillos Benson and Hedges 100. Al hacer la entrega a las líderes de la UMA, señoras Carmen de Acevedo, Samirí de Pérez y Carmen Judith Rivera, el señor Margetts expresó la inmensa satisfacción que su compañía sentía al poder cooperar en tan noble obra. "Sabido el valor espiritual que significa para el pueblo puertorriqueño el poder honrar en piedra a Lloréns Torres, quien tanto exaltó las

bellezas de su tierra, nos sentimos honrados de poder ayudar a que se haga realidad el monumento", manifestó Margetts.

Anteriormente, la Philip Morris de Puerto Rico también había cooperado en favor de esta campaña de recaudación. Como se recordará, la idea de levantarle

una estatua al inmortal Lloréns Torres fue dada a la publicidad con el desfile de modas "Extravaganza en Oro", el cual impresionó gratamente a las más elegantes damas de la sociedad por las creaciones que en él presentaron nuestros afamados diseñadores. Aquella actividad, auspiciada conjuntamente por la Unión de Mujeres Americanas y los cigarrillos Benson and Hedges 100, reunió a más de 300 personas que se entusiasmaron con el proyecto.

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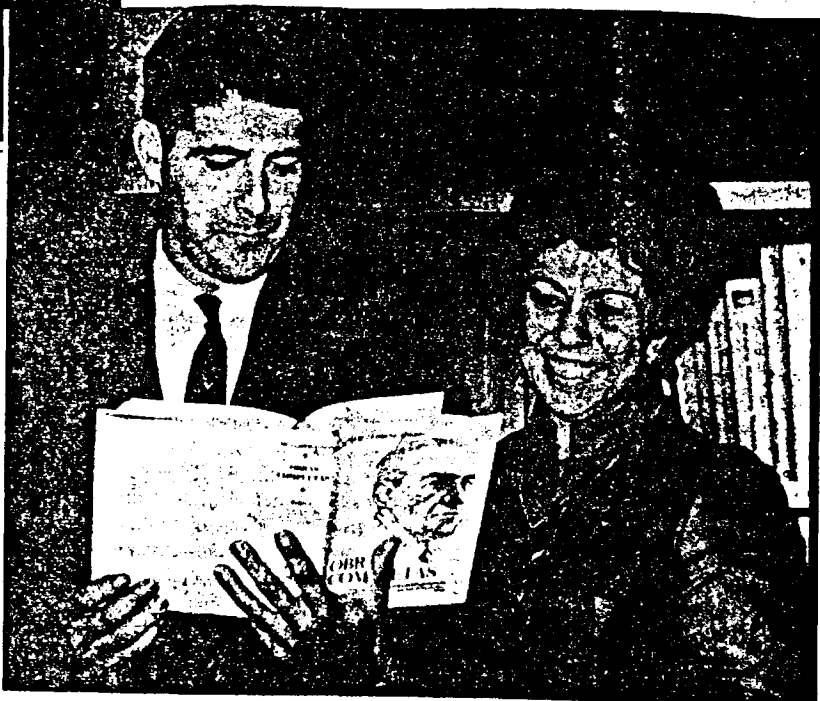
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1002403307

The San Juan Star
 Thursday, November 21, 1968 THE SAN



A monument honoring the memory of the Puerto Rican poet Luis Llorens Torres will be erected in San Juan next year at a cost of \$50,000 raised by the Union of American Women, Puerto Rican chapter, with a large contribution from Phillip Morris. Planning the event are from left to right, UMA Officers Carmen Judith Rivera, Carmen Acevedo and Samiri de Perez with John E. Margetts, vice president and general manager of Phillip Morris in Puerto Rico.



En la foto aparece Samiri de Pérez del Comité Pro Monumento a Luis Lloréns Torres mostrando al Sr. John E. Margetts, Vicepresidente y Gerente General de la Phillip Morris los versos del poeta La Mujer Puertorriqueña en las Obras Completas de Lloréns Torres. La ocasión: la Phillip Morris entrega un donativo por \$1,000 para el Monumento.

1002403308

Manana Continental

Flytja inn sígarettur fyrir einn kaupanda!

KJ-Reykjavík, þriðjudag.

Fyrir dyrum stendur nú söluherferð á sígarettum frá Philip Morris hér á landi, en fyrir utan samnefndar sígarettur framleiðir fyrirtækið m.a. Marlboro sígarettur og Roy sígarettur, en þær síðastnefndu eru aðeins framleiddar fyrir Íslendinga og Marokkóbúa. Fjórða sígarettutegundin sem fyrirtækið selur hingað er English Ovals, en að sögn umboðsmanna hér, E. Th. Mathiesen h.f. þá reykir þessa tegund aðeins ein kona hér á landi.

Olaf Stallberg svæðisfrákvstj. fyrir Philip Morris í Norður-Evrópu, upplýsti það á blaðamannafundi í dag, að Íslendingar reykту lítið af filtersígarettum miðað við t. d. nágrannahjóðirnar. Aðeins um fjögur prósent af sígarettuinn flutningnum hefði verið filtsígarettur árið 1963, en hefði aukizt upp í 31 prósent það sem af er

árinu 1968. Til samanburðar sagði hann, eru 60—80 prósent af sígarettusölunni á Norðurlöndum, filtsígarettur. Hann sagðist sannfærður um að filtsígarettarnar héldu áfram að vinna á hér á landi, og m. a. vegna þess legðu Philip Morris nú aukna áherzlu á sölu samnefndra sígarettanna hér á landi, og Marlboro sígarettanna sem hann

sagði að stöðugt ynnu á. Hann benti á, að verksmiðjur sínar hefðu orðið fyrstar til að taka upp þá þökkunaraðferð, að pakka sígarettum í pappáöskjur, með áfestu loki eða þær umbúðir, sem sígarettureykingamenn þekktu utan um Marlboro. Þá sagði hann, að Philip Morris sígarettarnar væru þakkaðar í plastöskjur, sem héldu sígarettunum ferskum lengur, og væri heppilegar þakkingar fyrir t. d. sjómenn.

Um Roy sígarettarnar sagði hann, að hvernig sem á því stæði þá væri Ísland og Marokkó einu löndin sem nú keyptu þá tegund frá verksmiðjunum. Þær eru aðeins ódýrari en margar aðrar tegundir, og getur það legið í því. Þá sagði hann, að kannski væru Íslendingar vanafastari en aðrir, og vildu því margir halda áfram með sínar Roy sígarettur, en spáði því samt að fleiri og fleiri færu yfir í filtersígarettur eins og Philip Morris og Marlboro.

TÍMINN

2. október 1968.

RAY FORECAST
NEW YORK, N. Y.
NOV 1 1968

NOV 1 1968

OVERSEAS DEVELOPMENTS

Philip Morris introduces "on-the-spot" computerized retail performance system in Canada, developed by Marketing Factors Inc. for Philip Morris Incorporated, 100 Park Ave., New York, N.Y. 10017. Details: Data processing equipment supplies convenience store operators with cigarette performance sales and profit breakdowns.

1002403309 A

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1002403309 A

Kynna Philip Morris

Hér á landi er nú staddur Sviðinn Olof Stållberg, sem er svæðisstjóri í Norður-Evrópu hjá bandaríska tóbaksfyrirtækinu Philip Morris.

Einar Th. Mathiesen, umboðsmaður Philip Morris tóbaksvara á Íslandi, efndi til fundar með fréttamönnum og sagði Olof Stållberg þar frá starfsemi fyrirtækisins og svaraði fyrirspurnum. Fréttamönnum var sýnd kvikmynd um tennis en margar af fræguustu tennisstjörnum heims eru á snærum Philip Morris. Inn í kvikmyndina voru fléttuðar tóbaksauglýsingar.

Hér er fyrirhuguð sölu og auglýsingaherferð á Philip

Morris tóbaksvörum og hófst hún 1. sept. Öll áherzla verður lögð á að auglýsa filter-sigarettur, þar sem talið er, að þær séu það, sem koma skal. Þó voru fréttamenn upp lýstir um það, að verr gengi að koma Íslendingum á bragð sigarettu með filter en öðrum þjóðum.

Þau tóbaksmerkj, sem fáanleg eru hér á landi af framleiðsluvörum Philip Morris, eru:

Marlboro filter í Flip Top pakka (mest selda ameríska sigarettan á heimsmarkaðnum), Philip Morris multifilter í Flip Top plastik pakka, Roy, án filter, Parliament filter, soft pakkar og Revelation, píputóbak.

Þess má geta, að Philip Morris hefur nýlega hafið framleiðslu á sigarettum, sem eingöngu eru ætlaðar kvenfólki. Nefnast þær Virginia Slims og eru mjórrar en venjulegar algar ettur og 100 millimetra að lengd. Þær hafa verið sendar á markað í Ameríku til reynslu og sala á þeim gengið mjög vel.



Þau af tóbaksmerkjum Philip Morris, sem seld eru hér á landi. Marlboro er mest selda ameríska sigarettan á heimsmarkaðnum, Revelation píputóbakið er nýkomis á markaðinn hér og hefur selzt mjög vel.

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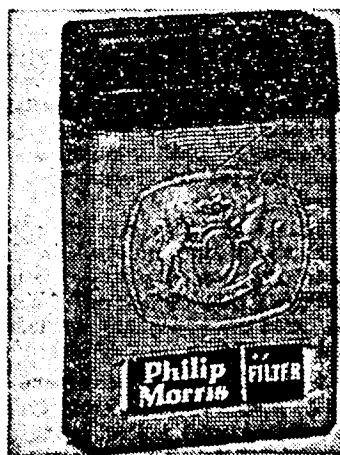
Marlboro mest selda sigarettan

• Nýlega hófst haustauglýsingaherferð hjá E. Th. Mathiesen hf., sem hefur umboð fyrir Philip Morris sér á landi. — Sölustjóri þess fyrirtækis á Norðurlöndum, Olaf Stallberg, kom til landsins af þessu tilfelli og hiti fréttamenn að máli á dögunum.

Einar Th. Mathiesen tók við umboði bandaríska tobaksfyrirtækisins 1966 og hefur, síðan verið unnið skipulega að markaðsmálum m.a. með auglýsingum á Marlboro og Philip Morris Multifilter. Reyndar höfðu sigarettur frá Philip Morris lengi verið seldar á Íslandi.

Að sögn Olafs Stallbergs vinna filtersigarettur stöðugt á héraðslandi. Árið 1964 var sala þeirra 4% af heildarsölu en er nú komin upp í 30%. Þau tobaksmerki sem fánleg eru hér á landi af framleiðsluvörum Philip Morris eru: Marlboro filter í Flip Top pakka, Philip Morris Multifilter í Flip Top plastík pakka, Roy án filters, Parliament filter soft pakkar og Revelation píputóbak.

Sigarettur Philip Morris eru útfuttar frá verksmiðjunum í Virginia og Kentucky og þær eru framleiddar af verksmiðjunum Philip Morris í Kanada, Sviss, Guatemala, Veneziela, Austurríki, Finnlandi, Frakklandi, Þýskalandi, Hollandi, Hong-Kong, Indlandi, Ítalíu, Nýja Sjálandi, Panama og Filippseyjum. Marlboro er mest selda ameríska sigarettan.



1002403311

Síusígarettur vinna á hér á landi

**Rætt við Olof
Stållberg og Einar
Th. Mathiesen um
Marlboro og Roy
sígarettur**



Einar Th. Mathiesen, umboðsmaður Phillips Morris á Íslandi og Olof Stållberg, sölustjóri fyrir Norðurlönd, kynna blaðamönnum Marlborosígarettur. Ung stúlka er í miðju, en hún gekk um beina með sigarettur og veitingar. (Myndina tók Ljós. Mbl.: Sv. Porm.)

Sjálfsgætt þykir það ekki góð latina á þeim heilsugæzlutímum, sem nú eru, að auglýsa sigarettur, eiginlega klappa fyrir krabbameinsvaldi.

Fyrir örfáum dögum boðaði Einar Mathiesen, umboðsmaður fyrir Philip Morris — tóbaksvörum, til blaðamannafundar til þess að kynna sölustjóra þessa alþjóðlega fyrirtækis á Norðurlöndum, herra Olof Stållberg, en einmitt um þessar mundir er að hefjast áróðurs-herferð hjá fyrirtækinu E. Th. Mathiesen h.f. til aukinnar sölu á Philip Morris — tóbaksvörum.

Að Íslenskum síð byrjuðum við að fræðast um uppruna og sett Ólafs Stållberg eins og nafn hans myndi vera á Íslensku.

„Já, ég er fæddur í Stokkhólmi, en föðurætt mín er úr Dölnum í Svíþjóð, en móðurætt frá Suðurlandinu þar, rétt hjá Mälaren. Ólst ég upp í höfuðborginni og tók þar mitt stúdentspróf. Stundaði ég síðan nám við Verzlunarháskólann, en að námi loknu vann ég 12 ár hjá sænsku tóbakseinkasölu. Það var svo 1964 að ég réðst til Philip Morris. Ég er 44 ára gamall, kvæntur og á 3 börn, og bý í Stokkhólmi.“

„Það væri fróðlegt að vita, hvenær þér sjálfur byrjuðuð að reykja?“

„Það er nú líðinn ærin tími síðan. Ég reykti mest pípu fyrst framan af, en reyndi síðan við sigarettarnar. Úrvalið var ekki mikið á stríðsárunum heima í Svíþjóð, en þegar stríðinu lauk, jókst tegundaúrvalið óðfluga.“

Nú er ég hingað kominn til að mæla með Marlboro og Roy — sigarettum og Revelation-píputóbaki. Auðvitað framleiðir fyrirtækið margfalt fleiri tóbaks- tegundir, en þessar þrjár, og mætti nefna Benson og Hedg es, Parliament, Adbullah og De Rezke sigarettur og Bond Etree og Four Square-reyktóbak, en ég hugsa, að Íslendingar kannist vel við flestar þeirra.

Þótt það komi ekki tóbaks-herferðinni beint við, framleiðir fyrirtækið einnig Personnarak blöð, Birna-rakspira tyggi gúmmi, svo að eitthvað sé nefnt.

Marlborosígarettan mun vera mest seld ameríska sigarettan á heimsmarkaðnum í dag, og árleg söluaukning á henni í Bandaríkjunum hefur verið meiri en 24 pr. undanfarin ár.

Roy-sigarettan virðist seljast meira úti á landi hér á Íslandi, hvað sem veldur. Í Svíþjóð selst langmest af Marlboro, af amerískum sigarettum, og svo er einnig í Sviss, en í Finnlandi er hún nr. 3 af samanlögðum markaði bæði innlendra og innfluttra sigarettina. Þannig er einnig um fjölmörg önnur lönd.

Verð á Marlboro á Norðurlöndum er lægst í Finnlandi, þar sem verðið er 33. krónur pakkinn, en á Íslandi er verðið 39.50. Hæst er verðið í Danmörku, þar sem hver pakki kostar 80.50. Er alltaf miðað við Íslenskar krónur.“

„Hvernig vilja Íslendingar hafa sigarettur? Kaupa þeir meira af sílausum sigarettum en aðrar þjóðir?“

„Þeir hafa verið seinni til en aðrir að tileinka sér síusigarettur, en þær vinna stöðugt á. Árið 1964 var sala þeirra 4 pr. af heildarsölu, en í dag er hún 30 pr. Philip Morris tóbaksvörur hafa að sjálfsögðu lengi verið seldar á Íslandi, en það er fyrst árið 1966, þegar E.Th. Mathiesen h.f. tók við umboðinu, að unnið hefur verið skipulega að markaðsmálum, m.a. með auglýsingum á Marlboro og Philip Morris Multifilter sigarettum. Roy-sigarettur eru seldar hér á síu.“

Á fundinum var blaðamönnum sýnd merkileg kvikmynd um sögu tennisþóttarinnar í heiminum, og komu þar fram allmargir starfsmenn Philip Morris, því að nokkrir þeirra eru heimskunnir tennisleikarar.

Ung stúlka í fótum, sem líktust Marlboro sigarettupakka, gekk um beina, og voru þar auðvitað fyrst og fremst á boðstólum, sigarettur, auk annarra veitinga. Olof Stållberg stóð stutt við hérlandis, og mun nú aftur kominn til Stokkhólms. — Fr. S.

1002403312

Cincuenta Industriales y Banqueros se Entrevistarán con Carlos Lleras

BOGOTA, Nov. 18 (UPI) — El miércoles próximo se entrevistarán con el Presidente Carlos Lleras Restrepo 50 industriales y banqueros extranjeros que han llegado a esta capital con el ánimo de promover la inversión de capitales para un más rápido proceso de desarrollo del Grupo Andino.

Los visitantes, procedentes de Gran Bretaña, Italia, Suecia, Suiza, y Estados Unidos, adelantarán durante cinco días conversaciones con altos funcionarios colombianos y representantes del sector privado de las seis naciones que integran el bloque andino. La misión empresarial tendrá además contactos con dirigentes sindicales y con funcionarios del Banco Interamericano de Desarrollo (BID) y de la Asociación Latinoamericana de Libre Comercio (ALALC).

José Mestre, Vicepresidente de la Business International, empresa encargada de coordinar estos encuentros, dijo que el objeto de la misión es conocer mediante contacto directo con los dirigentes de los países andinos, los planes para crear y acelerar un mercado común subregional, dentro de un concepto más amplio de integración.

El informante agregó que unas 150 industrias están interesadas en vincular capitales en los países miembros del Grupo Andino. Las inversiones en éstos se harán en el mismo ritmo en que avance el proceso de desarrollo e integración.

Los empresarios extranjeros que representan a unas 40 industrias, conjuntamente con los representantes de Bolivia, Colombia, Chile, Ecuador, Perú y Venezuela, analizarán las posibilidades y planificación para una más rápida y segura inversión.

Los 50 empresarios tienen interés en vincular sus capitales en el desarrollo tecnológico, petroquímico, alimentos, metal mecánico, eléctrico y otros.

En las mesas redondas con los funcionarios y empresarios colombianos, participarán también, Antonio Jáuregui, Secre-

tario de la Organización Regional Interamericana de Trabajadores ORIT, Grandon Upton que preside la delegación del BID; Juan Pascual Martínez, Secretario alerno de la ALA LC Raúl Espejo de Bolivia; Salvador Lluch y Fernando Murillo de Chile; Gonzalo Aponcebrián del Perú y Eduardo Mendoza de Venezuela, además de varios banqueros e industriales de las seis naciones andinas.

Entre los 50 empresarios extranjeros visitantes se cuentan especialmente Bjorn Rosen, de Aga Aktiebolaget; José Rafael Porro, de American Cynamid; Cornelius D. Howland, de The Chase Manhattan Bank; Thomas Tyler, de Clark Equipment; Carlos Cavali, de Fiat; Neville J. Pinsent de General Telephone and Electronics; Reginald Brand, de Glaxo International Ltda; William Phillips, de International Minig. Co.; Morton Blumberg de Philip Morris; Donald R. Carmody, de Standard Oil de Indiana; Hans Feldeerg, de Union Carbide Corporation; Gasta Almsted, de Sandvikens Jenvkers Aktiebolaget; Rudolf S. Merten de Swiss Bank Corporation; y Paul Kling-sporn de Monsanto Company.

(274)

DIARIO LAS AMERICAS
MIAMI, FLA.

D. 28,115

NOV 19 1968

(263)

EL IMPARCIAL
SAN JUAN, PUERTO RICO
D. 59 500 S. 6,770

NOV 7 1968



Traslado

Enrique Rodríguez Escalona, conocido publicitario, ha sido trasladado a México en el cargo de Director de Marketing de Philip Morris Internacional, que acaba de instalar allí una moderna fábrica de cigarrillos a un costo de \$10 millones. Rodríguez Escalona deja gratos recuerdos en los medios publicitarios de Puerto Rico.

1002403313

(17)

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1002403313

(17)

(45)

TRIBUNA
SAN JUAN, ARGENTINA
D. 12.000

SEP 18 1968

EXTRAÑA APARICION

De fuentes propias obtuvimos información que confirmaría la aparición de un extraño objeto en los cielos de la Capital. Lo que en principio fue descripto por vecinos de las zonas como un inmenso cigarrillo con filtro blanco, más tarde fue detallado por parientes de los susodichos, como una fábrica que surcaba el firmamento, del tipo de la nombrada en un anuncio publicitario que oportunamente apareciera en diarios de esta ciudad, comunicando la llegada de una fábrica para la elaboración de cigarrillos de 100 milímetros.

VOLO LA PAREJA

Lejos de acatar la intimación de su madre, la pareja echó a volar sin que hasta el momento se tengan noticias de este extraño fenómeno. Por otra parte el estado del tiempo y lo resbaladizo del patio impidieron el posterior despegue de amigos y hermanos, llevando los malvones y los cartones con sus cigarrillos favoritos, de nombre BIG BEN y de tamaño 100. No lejos de allí, a 30.000 pies de altura, un jet era testigo de la exótica presentación de un nuevo cigarrillo: BIG BEN 100 mm.

Luego de la presentación de rigor, que había concitado singular expectativa, el mencionado extrajo de entre sus ropas una flor dorada, y al grito de ¡Big Ben!, ¡Big Ben!, desapareció de los lugares que solía frecuentar.

De este hecho, del cual se esperan los mejores resultados, fue interiorizado el periodismo luego de lo cual se celebró un animado ágape que se prolongó hasta altas horas de la tarde. A los postres fueron servidos los nuevos cigarrillos despertando vivos comentarios por su descomunal tamaño y deslumbrante marquilla dorada.

RUIDOSO VIENTO

Posteriormente llegaron a esta redacción noticias del arribo de un buque velero surto en el puerto de esta capital. Lo imprevisto de su llegada, motivó un singular despliegue de vecinos de la zona, que inquietados por el ensordecedor ruido a viento que la nave producía, se corrieron hasta los muelles para dar la bienvenida. Por otra parte se supo también, sin que cronistas de esta redacción pudieran confirmar la noticia, que el interrogado habría respondido con las habituales evasivas.

EL TIEMPO

El estado del tiempo es bueno, aunque se anuncian probables chaparrones y posterior salida de sol para los días de júbilo y de BIG BEN 100 milímetros. Que son dorados.

(30)

LOS ANDES
MENDOZA, ARGENTINA
DAILY CIRC.N.AVAIL.

SEP 18 1968

EXTRAÑA APARICION

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EL TIEMPO

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(18)

(45)

TRIBUNA
SAN JUAN, ARGENTINA
D. 12.000

SEP 18 1968

EXTRAÑA APARICION

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(30)

LOS ANDES
MENDOZA, ARGENTINA
DAILY CIRC.N.AVAIL.

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(18)

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DATED - 8 NOV 1968

KEEN OFFER

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Earlier this year there were on-pack free blades with Palmolive Rapid Shave Instant Lather and Colgate shaving soaps.

(266)

SAN JUAN STAR
SAN JUAN, PUERTO RICO
D. 35,300 S. 35,600

NOV 2 1968

Rodriguez Is PMI Division Marketing Manager

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LIMITED



Norman B. Wright—has been named Assistant to the President and will be responsible for marketing liaison and corporate public relations activities. Mr. Wright joined Benson & Hedges in 1966 and has held several management positions.

CO-OPERATIVE NEWS

MANCHESTER

ISSUE
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CAMPAIGN

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1002403316

COMPETITORS

Thailand Tells Lorillard To Turn Out Cigars There, Not Cigarets

But, Loew's Unit States, It Is,
Or Was Until Thais Altered
Ruling; Deadline Is Year-End

A WALL STREET JOURNAL News Roundup

Thailand ordered Lorillard Corp. to close what it called the company's cigaret-making operations there by Dec. 31, the Associated Press reported.

And, the AP said, the Thais told Lorillard that it could continue in Thailand only if it switched its entire production into cigars. Cigaret production is a government monopoly in Thailand.

Lorillard, a Loew's Theatres Inc. subsidiary, responded that its Thai operations have been making little cigars, rather than cigarettes.

The conflict apparently is partly over what is a little cigar.

A Lorillard spokesman said that last May Thailand granted a Lorillard-linked company licenses and permits to produce little cigars similar to those made in the U.S.

But, the spokesman said, early this month and "subsequent to this (the May licensing) and after our investment in plant and equipment, the government passed a law redefining 'little cigars' as cigarettes. Since all cigaret making in Thailand is a government monopoly, the new law forces Lorillard to cease production by the end of the year.

"We believe this type of action could cause great concern about future American investment in Thailand."

What motivated the Thais to change the law wasn't immediately clear.

Little cigars are the same length and thickness as cigarettes but generally contain tobaccos used in conventional cigars, wrapped in dark brown paper or tobacco leaf. Cigar tobaccos are more alkaline than cigaret tobacco blends, making the smoke stronger in inhalation.

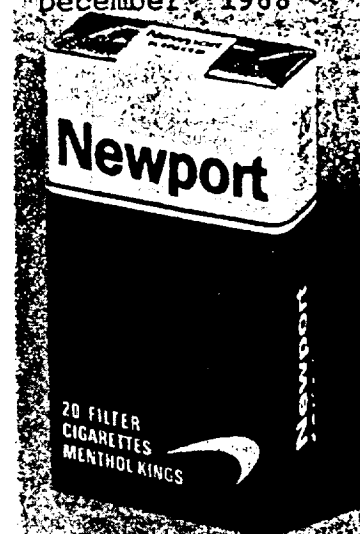
However, tobacco companies in some countries such as Britain have begun to use cigaret blends in their little cigars, apparently to attract cigaret smokers while avoiding advertising strictures against cigarettes prompted by the smoking-and-health controversy.

Little cigars containing cigar tobaccos are believed by industry sources to compete with cigarettes to some extent, suggesting one possible reason for the Thai government's move, according to industry experts.

Lorillard's latest proxy statement says it is represented in Thailand by P. Lorillard (Asia) Ltd., a subsidiary of P. Lorillard Ltd., which, in turn, is half owned by Lorillard Corp. and half by onetime officers of the former United Tobacco Co. The Lorillard spokesman declined to state the size of the Thai operation.

New Package For Newports

The Retail Tobacco
December 1968



A new Newport package is being introduced by Lorillard Corporation. The new package, currently entered in East Coast markets and due to expand "routinely" across the nation, has a deeper blue color, with variably spaced horizontal black accent lines. Lorillard called it "a more contemporary graphic, with greater visibility for the name." Inside, a cork paper tip has been added.

Lennen & Newell is the agency for Newport. The brand's advertising theme: "Newport smoothes and refreshes your taste", has not been affected.

Newport is sold in king size, crushproof box and 100mm.

1002403317 A

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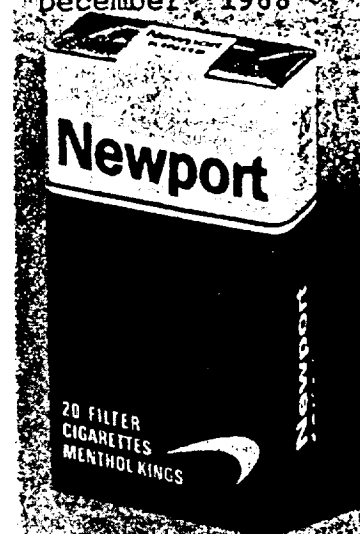
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1002403317 A

1002403318

Hershey's Sales Increase Sharply on Acquisitions; Nine-Month Earnings Up

HERSHEY, PA. — Hershey Foods Corp. has announced consolidated net sales of \$217,001,978 for the nine months ending September 30, an increase over net sales of \$177,111,848 for the corresponding period of 1967.

Net income was \$15,058,873, or \$1.26 per share, for the first three quarters, compared with \$14,706,848, or \$1.23 per share a year earlier.

The company stated that part of the substantial increase in sales in the first three quarters of 1968 was due to the inclusion of sales of Cory Corp. and David & Frere Ltee without comparable figures in 1967 for those periods prior to acquisition. Sales in 1967 for such subsidiaries for the periods prior to acquisition were \$24,063,790, compared with \$28,477,102 for the same periods in 1968. Comparing the sales of all companies for both years, sales for the first nine months of 1968 represent an over-all increase of about 8 per cent.

UNITED STATES TOBACCO JOURNAL

December 12, 1968

1002403318A
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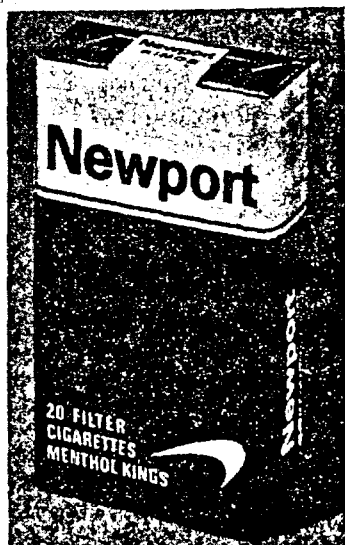
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Liggett & Myers Acquisition Of Austin-Nichols Is Voted

NEW YORK—Shareholders of Liggett & Myers Inc. approved the acquisition for previously reported terms of Austin, Nichols & Co. at a special meeting in Durham, N.C. Holders of the liquor concern approved the plan Nov. 26. Liggett & Myers is one of the six major cigarette companies.

36

THE WALL STREET JOURNAL, Wednesday, December 4, 1968



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NEW PACKAGE FOR NEWPORT in a deeper blue color and with variably spaced horizontal black accent lines has been introduced by Lorillard Corp. The redesigned Newport package is currently entered in East Coast markets and it is expected that its ultimate distribution will be on a national basis. Also, a cork paper tip has been added to the cigarette. Lennen & Newell is the advertising agency handling Newport. The brand's advertising theme: "Newport smoothes and refreshes your taste" has not been altered. Newport is sold in king size, in a crushproof box and in a 100mm size.

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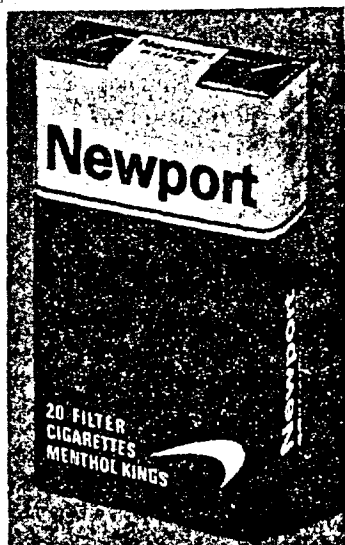
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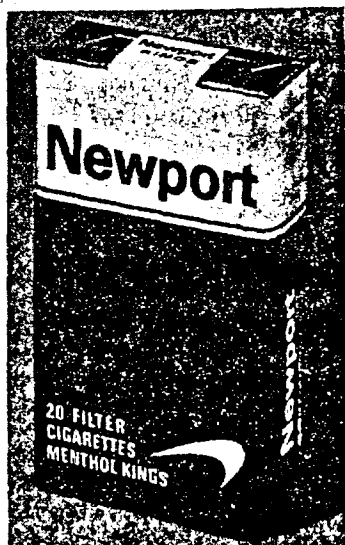
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THE WALL STREET JOURNAL,
Thursday, December 5, 1968

Business Bulletin

A Special Background Report On Trends in Industry And Finance

CIGARET FLAVORINGS go exotic as emphasis on mildness turns tastes blander.

R. J. Reynolds patents an additive to give smoke a flavor like popcorn; another new Reynolds additive gives cigarettes an "earthy, mushroom-like aroma." Other companies develop lemon-lime and cherry flavorings and a Pennsylvania inventor comes up with a maple-flavored additive. American Tobacco patents an additive to bring out tobacco's natural taste.

Nearly all popular cigarettes already contain sweet syrups, chocolates, licorice and other flavoring additives like honey and cinnamon to enhance the real taste of tobacco and reduce harshness. But lowering the tar and nicotine content of cigarettes reduces their natural flavor and tobacco companies now are toying with additives that provide a dominant taste of their own. Menthol currently is the only dominant flavoring used in nationally distributed brands.

American Tobacco tried a spearmint-flavored cigarette, Mayo's, in 1966, but the brand flopped.

. . .

1002403319

WEEK OF DECEMBER 6, 1968

TOBACCO
THE INTERNATIONAL WEEKLY

United Kingdom report . . .

Tobacco industry shocked by Britain's announcement of new surcharge on duty

BY RICHARD SMITH, London Editor

1002403320

LONDON, ENGLAND. — Shocking increases in taxation announced by Roy Jenkins, Britain's Chancellor of the Exchequer, following his return from a European financial summit conference in Bonn, included a surcharge on the tobacco duty.

This will have the effect of adding up to 5d. to the price of a pack of cigarettes with corresponding increases on tobacco and cigars.

For Britain's hard-pressed smokers it is the third increase this year. As a result of a boost in tobacco duty in the government's March budget, prices were raised by 2d. on a pack of 20. Then manufacturers put their prices up by 1d. a pack to offset increased costs.

Now comes this latest massive increase, one of many measures imposed on the British public in a desperate attempt to restrict consumer spending and cut imports, the whole situation being intensified by the international currency crisis.

• Other measures—Besides the surcharge in tobacco duty, the Chancellor

announced a whole series of measures which like the price of many products to U.K. consumers. Another measure was the introduction of an import deposit scheme which requires that importers of certain types of goods into the U.K. must deposit 50 per cent of the value of the goods before Customs will release them. Deposits will be repayable to the importer 180 days after the date of payment.

The scheme will apply to one-third of all imports but excludes raw materials, including unmanufactured tobacco. It is understood, however, that manufactured tobacco products coming into Britain will be affected by this new ruling, and this could severely discourage imports of foreign brands of cigarettes, with cigars also probably affected to a lesser degree.

The result of these measures is almost certain to be a fairly drastic drop in cigarette smoking in the U.K., for a period of time at least. Such a consistently increasing scale of charges for

continued on page 56

Thailand Curbs Lorillard

Thailand's finance ministry has ordered P. Lorillard Co. of Asia to close down all cigaret making operations by the end of the year. Thai law reserves all cigaret making to a government monopoly. The firm was told it could operate only if it switched all production to cigars.

DAILY NEWS, FRIDAY,

DECEMBER 13, 1968

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November 28, 1968

UNITED STATES TOBACCO JOURNAL

Reynolds' Cigarettes, Tobaccos, Displays Get Christmas Decor, Special Ad Support

New Package Holds All-New King Sano



NEW PACKAGE for King Sano cigarettes is part of complete revision of the low-tar brand from United States Tobacco Co. The new King Sano also boasts a rebled tobacco filler, a redesigned filter and reduced tar and nicotine yields.

WRAPPED AND READY for Christmas giving are these holiday cartons of Winston, Salem and Camel cigarettes from R. J. Reynolds Tobacco Co. The company's smoking tobaccos, including Prince Albert, Carter Hall and Madeira Mixture, are also being shipped in holiday dress. Decorative carton counter displays and two-sided Christmas ornaments are available from the company, whose tobacco products are getting extra TV and outdoor ad support during the holiday sales period.

1002403321

AMERICAN TOBACCO CHRISTMAS PACKINGS

Shipments of Pall Mall King Size, Lucky Strike regular, and Tareyton 100's are being made in the attractive Christmas wrappings illustrated below.

The richly designed cartons for Pall Mall Gold 100's (cup and box), Pall Mall Menthol 100's (cup and box), and Silva Thins (Filter and Menthol) will also be most appropriate for inclusion in colorful Christmas displays.



Dummy Christmas cartons and Christmas sleeves for Pall Mall King Size, Lucky Strike Regular and Tareyton 100's for counter displays, window displays or other types of displays are also available.

American Tobacco Company also offers the following attractive Christmas point-of-sale material: a three brand poster, in color, featuring Pall Mall Gold 100's, Tareyton 100's and Lucky Strike Regular; a top card for 27 package and four carton display units; and Pall Mall 100's and Tareyton 100's shelf talkers.

REYNOLDS' GIFT CARTONS HELP "WRAP UP" EXTRA HOLIDAY SALES

Wrapped 'N Ready Gift cartons of Winston, Salem and Camels in full-color foil will soon be brightening the holiday sales picture in stores from coast-to-coast. Also in their glittering best for Christmas giving are the full line of Reynolds' smoking tobaccos, including Prince Albert, Carter Hall and Madeira Mixture.

These pre-wrapped cartons and packages have become holiday gift favorites in stores from coast-to-coast because of their sales catching convenience and traditional appeal. Besides helping retailers "wrap up" extra cigarette and tobacco business, they stimulate additional holiday traffic.



Reflecting the spirit of the season are such bright and versatile sales aids as decorative carton counter displays and festive two-sided ornaments — all adding a bright new dimension to profitable holiday selling.

The "Happy Holiday" spirit will also be reflected in special TV advertising support and over 13,000 traveling billboards on Railway Express trucks — all designed to pre-sell your customers.

December 1968 Tobacco Leaf

George Named Larus Chairman As Rothmans Exec Becomes President

Following the purchase of Larus & Bro. Co. by Rothmans of Canada, Ltd., W. Brooks George, who joined Larus in 1937 and was its president since 1962, was named board chairman, a new post. J. Anthony Gauntley, formerly vice president, sales, for Rothmans, was elected president of Larus.

Other Rothmans companies will join Rothmans of Australia, Rothmans of New Zealand and Martin Brinkmann of Germany in marketing Edgeworth pipe tobacco and other Larus brands.



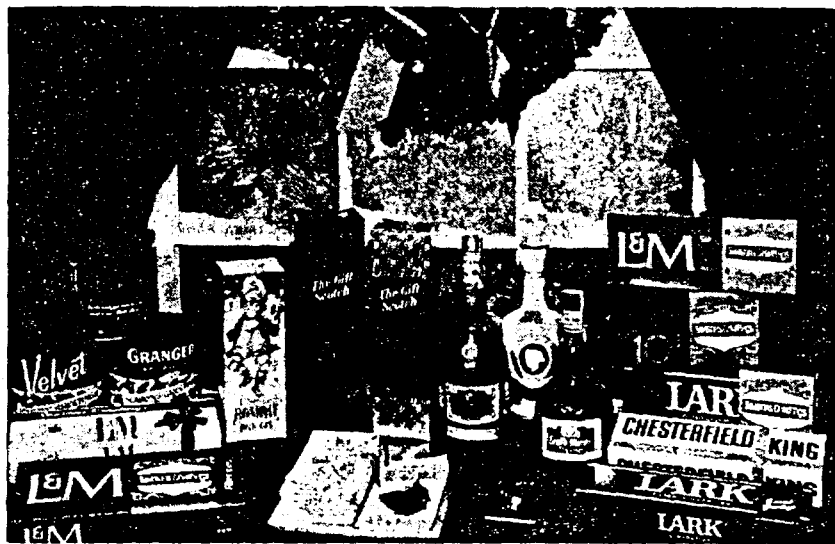
Left: American Tobacco Co.'s Christmas packagings include 5 varieties of Pall Mall, Lucky Strike, Tareyton and Silva Thins. Below: R. J. Reynolds holiday-wrapped cigarette entries comprise Winstons, Camels and Salems.



December 1968 Tobacco Leaf

1002403323

Liggett & Myers' Growing Product Family Is Dressed Up for Christmas Giving



HOLIDAY GIFT CARTONS for its L&M king, Chesterfield regular and king and Lark cigarettes and "Season's Greeting" carton wrap-arounds for use on all brands are being distributed by Liggett & Myers Inc. Holiday cannister wrap-arounds are available on the company's Granger and Velvet pipe tobaccos. Subsidiary company product lines being promoted by Liggett & Myers for Christmas giving include its J&B Rare Scotch Whiskey, Bombay gin, Cherry Marnier and Grand Marnier and Brite watchbands, the latest line to join the L&M family.

December 5, 1968

UNITED STATES TOBACCO JOURNAL

1002403324

New King Sano Cigarette Launched In Three Major Markets



• Plans for introduction in Los Angeles, Chicago, and metropolitan New York markets of United States Tobacco Company's new King Sano Cigarette are being discussed by (left to right) Louis F. Bantle, vice president and marketing director; Thomas W. Holley, executive vice president, operations; and Milton Rothenberg, vice president and director of sales.

A new King Sano Cigarette, possessing the lowest nicotine content of any leading brand of cigarettes and among the lowest in "tars," is being introduced by United States Tobacco Company at popular prices in Los Angeles, Chicago, and metropolitan New York, with national distribution to follow shortly. It was announced by Thomas W. Holley, executive vice president, operations.

The new cigarette, with an enriched, highly satisfying taste, improved filter, and a revolutionary package, is being introduced with a concentrated campaign by the Company's sales and marketing forces. The largest cigarette advertising and promotion program in the Company's history supports these efforts in the three major markets.

Mr. Holley said tests, conducted by the Federal Trade Commission, reveal that new King Sanos contain 0.2 mg. nicotine and 7.0 mg. "tars" per cigarette.

Regular-size Sano Cigarettes, with the improved blend, filter, and reduction in nicotine and tar are being introduced with King Sanos.

"For the first time King Sano and Sano Cigarettes are popularly priced," said Milton Rothenberg, vice president and director of sales. "The lowest nicotine and low tar factors, teamed up with the new, refreshing taste and popular price, provide us with realistic, high expectations of gaining a strong market share for this product."

"To this end we have embarked on an all-out, introductory sales program to appraise buyers of the important innovations in new King Sano Cigarettes."

A four-minute audio-visual presentation, with the theme, "Times Have Changed," and illustrating changes in consumer demand and the Company's response with respect to the low nicotine and tar cigarette market, is being shown to buyers by Company salesmen.

A market research brochure and a four-color booklet, condensing the new King Sano sales story in a way designed to appeal to buying committees, are being given by salesmen to buyers.

In addition, 9,000 packages -- containing a sample pack each of regular and mentholated new King Sano, with a pamphlet describing innovations -- are being given to chain executives and store managers throughout the introductory market areas as a presentation follow-up.

"This massive sales program is being supported by the largest cigarette advertising and promotion effort in Company history," said Louis F. Bantle, vice president and marketing director. "We are using prime time TV commercials in the three markets, as well as scheduled insertions in Sunday supplements of key newspapers."

The 30-second commercial -- developed by Needham, Harper & Steers, Inc., of New York City,

the Company's advertising agency for tobacco products, under the supervision of Robert J. Steinle, director of advertising, tobacco products -- has been scheduled for wide-audience shows through the end of this year.

To suggest the consumer's confusion as regards the low nicotine and tar cigarette market, the commercial opens with a thickening cloud of smoke. The line, "Let's clear it up," accom-



The Retail Tobacconist

1002403325

• United States Tobacco Company's new King Sano Cigarette is being marketed in the Compac-20 package (shown above) — a one-piece, crush-resistant, special laminate of polyethylene, foil, and paper. The pack sports an easy-to-open top, and has been designed to prolong the shelf life of the new tobacco blend. Most of the package surface is dominated by a vertical, linear design of brown, light gray, and dark gray for regular King Sano, while this field effect in green, light green, and green-gray is used for the King Sano menthol version. The tri-leaf is in gold, as is the "sano" designation. "KING" is printed in reverse on a rectangle of the dominant package color.

panied by a pack of new King Sanos breaking through smoke, is followed by mention of prime sales features. The commercial fades with the lines: "And we haven't sacrificed taste. All that we've sacrificed is most of the tar and nicotine."

New King Sano Cigarettes are being marketed in a new package, which is an industry first.

Designed the Compac-20, this once-piece package, made of a special laminate of polyethylene, foil, and paper, is crush-resistant. It possesses an easy-open feature, and is designed to preserve the shelf life of the special blend of tobacco.

Package graphics — evolved by the design firm of Peterson & Blyth Associates, Inc. of New York City, under the guidance of Richard T. Gaddis, director of purchasing — provide a striking brand identity.

December 1968

Dominating most of the package surface for regular King Sano is a vertical, linear design of brown, light gray, and dark gray, and the same field effect in green, light green, and green-gray is used on the King Sano menthol package. A gold tri-leaf emblem has replaced the heraldic crest found on the earlier package, and appears with

"sano", also in gold, on a black field at the lower right of the front package panel. Aligned above is a band of the dominant color, extending to the package top, on which "KING" has been printed white the long way of the package.

A 30-carton floor bin and a plastic, metal, and cardboard counter merchandiser are avail-

able for use at the point-of-sale. A 12" x 24" poster for door, window, or wall application; a 5" x 8½" version for vending machine mirrors, and a plastic vending machine insert round out the assortment of display materials.

These sales aids, as well as the cigarette carton and shipping case, have been color-coordinated with the Compac-20 package.

NOV 1 1968

American Tobacco Seems Winner in Gallaher Bid

London, England — American Tobacco Company's bid to acquire control of Gallaher Ltd., Britain's second largest cigarette and cigar manufacturer —
continued on page 58

1002403327
er, seems to be headed for a successful conclusion. (International News, August 15, 1968, Vendi) The major opponent in the drive, Philip Morris Inc., announced that it will make no further offers to acquire Gallaher. The British Board of Trade has cleared the proposed bid for control and said that it had no current plans to refer the proposed acquisition to the Monopolies Commission, thereby indicating its opinion that the move is not in violation of the British Monopolies and Mergers Act.

American has proceeded with the sale of \$50 million in convertible debentures to finance part of its expenses in connection with the tender offer valued by some at \$115 million. The debentures reached the market at a price of 100 with a yield of 5.75 per cent through Morgan & Cie. The 20 year securities are guaranteed by American Tobacco Company and are convertible on the basis of \$36 of face value for one share of American.

One stockbroker acting for American in their open market bid for Gallaher shares on the London Stock

Exchange was cited by the London Stock Exchange Council for practices that contravened Britain's Voluntary Merger and Acquisition Code. The Council indicated, however, that there was no evidence that the brokerage company, Cazenove & Co., did not act in good faith. There has been considerable criticism within the English financial community of the open-market operations because it favors the sophisticated investor and penalizes the small security owner, the critics claim.

The July issue of *Tobacco*, a British trade journal, carried a report giving Gallaher's share of the British cigarette market at 23.5 per cent.

The Retail Tobacconist

December 1968

TOBACCO TRENDS

CANDY SALES UP: Sales of confectionery and competitive chocolate products in July 1968, at an estimated \$92,283,000, were 7.6 per cent above sales for the same month in 1967. However, sales in June 1968, at \$101,263,000, were 9.5 per cent below sales of that month in 1967, according to **Current Industrial Reports**, issued by the **Census Bureau of the Commerce Department**.

TOBACCO COMPANIES HEAVY ADVERTISING SPENDERS: Six major tobacco companies were among the 125 leading national advertisers which invested a total of \$4.54 billion in advertising in 1967, according to **Advertising Age's** annual compilation of ad expenditures. **R. J. Reynolds** headed the tobacco company advertisers (4.2% of sales). The second largest tobacco advertiser was **American Tobacco Co.** (5.2% of sales). Other tobacco companies on the top 125 list were **Philip Morris Inc.** (5.5% of sales); **Brown & Williamson Tobacco Corp.** (6.7% of sales); **P. Lorillard Co.** (7.9% of sales); and **Liggett & Myers Tobacco Co.** (6.9% of sales). The combined investment for the six tobacco companies in 1967 was \$339,740,000.

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December 5, 1968

Lorillard Made Loew's Subsidiary

The 208-year-old Lorillard Corp. became a wholly owned subsidiary of Loew's Theatres, Inc. last Friday following approval of the merger by shareholders of both firms.

Loew's shareholders also voted approval of a proposal to split the company's common stock on a three-for-one basis, effective at the close of business on Wednesday, November 27.

The transaction calls for each share of Lorillard common stock to be exchanged for \$62 principal amount of 6 7/8 per cent subordinate debentures due 1993 of Loew's and in addition, giving effect to the Loew's stock split, one 12-year warrant for one share of Loew's common stock at a price of \$35 per share for the first four years, \$37.50 per share for the next four years, and \$40 per share for the final four years. The Loew's debentures may be applied at par in payment of the exercise price of the warrants.

The debentures will be listed on the New York Stock Exchange and the warrants will be listed on the American Stock Exchange.

Laurence A. Tisch, chairman of the board of Loew's, and Preston R. Tisch, chairman of the Loew's executive committee, will join Lorillard's board of directors.

Loew's board will be enlarged to

(Continued on Page 20)

Lorillard Made Loew's Subsidiary

(Continued from Page 1)

include Manuel Yellen, Lorillard's board chairman; J. Edgar Bennett, president; William A. Jordan, executive vice president — sales; and Peter G. Levathes, vice president-advertising. Mr. Yellen will continue as board chairman and chief executive officer of Lorillard, and will be vice chairman of Loew's.

The unique merger is the first in-

stance of a major tobacco company's submerging itself within a non-tobacco firm, in this case one with sales less than a third as large as its own. In all previous cases of industry diversification, the tobacco company has been the acquiring firm.

In answer to questions as to why Loew's was the surviving company from the merger with the much bigger Lorillard, Mr. Yellen cited the "present uncertainties as to the future of the tobacco industry," indicating that Lorillard felt it would enjoy better growth opportunities by shedding its tobacco image. It is understood that as part of Loew's, Lorillard believes it will enjoy that firm's favorable image as a rapidly growing company with a good price-earnings ratio, and thus the attendant financial advantages whereas even as a highly diversified tobacco firm, its primary image would still be tobacco and, consequently, of much less glamor in the financial community.

December 5, 1968

Liggett & Myers Uses Outdoor Advertising To Promote L&M Sports Cushion Offer



THIS IS ONE of many billboards promoting Liggett & Myers' free sports cushion premium in six markets of the Ohio Valley and Pennsylvania. L&M is reaching an estimated 500,000 consumers daily with the posters and plans to expand the campaign to northern markets. The bulletins offer the stadium cushion for 20 pack flaps of L&M Golden 100's, L&M Menthol 100's, or L&M king cigarettes. Introducing an L&M Porta-Panel at a Wheeling, W. Va., Kroger supermarket are (from the left) James Lamb, L&M regional sales representative; A. E. Brannon, L&M division sales supervisor; David Spurlock, Kroger manager; George Vesley, manager, Ohio Valley Advertising Corp.; Gary Davis and P. J. Pavlis, both L&M sales representatives. The campaign was created for L&M by Compton Advertising Inc. with co-ordinating assistance from Metropolitan Outdoor Network Inc.

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1002403328 A

Liggett & Myers stockholders' meeting told cigarette industry isn't in jeopardy

DURHAM, N. C.—Cigarettes sales of Liggett & Myers, Inc., are reported declining slightly, but a corporation statement reported that the industry is not jeopardized. L&M has a cigarette factory, its operations center, research center, leaf storage warehouses, blending and printing plants in Durham.

A proxy statement released to shareholders in advance of a special meeting in Durham Dec. 3 said:

"The decline in net earnings for the year ended Dec. 31, 1965, resulted from the decline in Liggett's sales of cigarettes. After 1965, the effect of the continuing decline in cigarette sales on net earnings of Liggett has been offset by increased earnings of non-tobacco subsidiaries."

It was further pointed out in the statement that, "based upon unit production of cigarettes in the United States between 1963 and 1967, Liggett's share of cigarette production declined from approximately 11 per cent to approximately eight per cent. Extensive advertising is conducted by Liggett with respect to several cigarette brands. Aggregate advertising expenditures may vary from year to year with a consequent effect on net earnings."

• **Data presented**—No L&M brands ranked in the top 10, according to John C. Maxwell Jr.'s annual study of cigarette consumption for *Marketing Communications*, a trade publication. But he pointed out that his survey indicated a 1.3 per cent increase in tobacco consumption compared to last year. He attributed the increase largely to women smokers.

Although consumption has edged ahead this year, inventories have slackened, probably due to introduction of new brands, Mr. Maxwell said. Government figures substantiate his contention that production has experienced a slight decrease.

Cigarette sales were "hurt", the L&M spokesman stated, but he added that the decrease was "not a lot." He noted that many opinions are that action by the Federal Communications Commission "is the primary factor." The commission has ruled that the Fairness Doctrine is applicable to cigarette advertising, which means that all licensed television and radio stations must afford a significant amount of time for presentation of anti-tobacco views.

Legality of the ruling and its jurisdiction over product advertising is now being tested in court by interested parties, including the Tobacco Institute, of which Liggett is a member.

• **Diversification**—Tobacco products manufacturing is about 76 per cent of the L&M corporation activities. In 1964, to diversify the operation, Liggett acquired pet food, alcoholic beverage, cereal and watchband businesses.

A financial statement by L&M last week said the company's third quarter earnings rose to US\$7 million, or 89 per cent per share, from US\$6.2 million, or 77 cents a share, for the same period in 1967. The report said that gains were primarily due to an increase in liquor sales and inclusion of results of National Oats Company, acquired in September 1967.

The spokesman said "the industry will not have the big sales in the future it has had in the past."

L&M is the fifth largest of the six major tobacco manufacturing companies.—HAD.

—TOBACCO—45

November 29, 1968

1002403329

Cigaret Firm to Study A 'Protein' Filter U.S. Banknote Made

Imperial Tobacco of Canada
To Explore Item Developed
By Stock-Certificate Outfit

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—U.S. Banknote Corp. announced an agreement with Imperial Tobacco Co. of Canada to explore a new "protein" cigarette filter developed by U.S. Banknote.

U.S. Banknote is a printing company specializing in making stock certificates. Imperial is Canada's largest tobacco company.

The announcement, made in a letter to U.S. Banknote shareholders, said, "Your company has entered into an agreement with (Imperial Tobacco) to explore the possibilities of developing a program for consumer adaptation, production, and marketing of a new protein cigarette filter developed by U.S. Banknote. Of course, it is too early to indicate just when production might begin or what the market potential for this item may be."

Asked if Imperial is only evaluating the filter or has definitely decided to market it eventually, Mrs. R. E. Menzies, secretary of U.S. Banknote, said she couldn't comment. She declined to say what value, if any, the new filter has.

Officials of Imperial Tobacco in Montreal and Kenneth W. Smith, president of U.S. Banknote, couldn't be reached for comment.

Several new filter materials are patented each month by major tobacco companies or by individuals. Two recent ones are made of "foamed, whipped fat" and of substantially sulphur-free paper.

In Canada, Imperial Tobacco uses the controversial Strickman filter on its Richmonds brand. The filter, made of polyurethane, was originally claimed to cut "tar" content in cigarette smoke by two-thirds but not affect taste. The filter is also used on Ransoms, made by Rothmans of Pall Mall Canada Ltd.

December 5, 1968

UNITED STATES TOBACCO JOURNAL

B&W Agrees To Acquire Vita Foods

Brown & Williamson Tobacco Corp. of Louisville, Ky., has agreed to acquire Vita Food Products Inc., an importer and packager of specialty foods, for \$14,000,000 in cash.

The proposed acquisition is subject to the approval of Vita directors and stockholders, who are expected to meet later this month to vote on the merger.

If completed, the acquisition would be Brown & Williamson's first move outside the tobacco field. Other tobacco companies, including British-American Tobacco Co. of England, which owns Brown & Williamson, are already engaged in major diversification programs.

Besides its tobacco interests, British-American owns packaging, cosmetic and ice cream companies. About 14 per cent of its annual earnings are believed accounted for by non-tobacco sales.

Vita's packaged food products include pickles, shrimp cocktail and olives.

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The New Filter —A Report

OTTAWA (AP) — Two Canadian brands of cigarettes with the new Strickman filter had the lowest nicotine content on a table of tar and nicotine levels released by Health Minister John Munro.

The Strickman filter was developed by the Allied Testing and Research Laboratories in Hillsdale, N. J. Robert Louis Strickman is president.

The two brands with the Strickman-developed filter are Ransom king-size and Richmond king-size.

Ransom also was among three brands with the lowest tar content.

The other two brands with low tar content were listed as Viscount kings and Viscount filter menthol.

Imperial changes name

LONDON, ENGLAND.—The Imperial Tobacco Company (of Great Britain and Ireland) has announced that as of January 27, 1969, the name of the company will be changed to the Imperial Tobacco Group.—SMI.

TOBACCO—

December 6, 1968

Lorillard Div

Lorillard Corp. today declared a dividend of 63 cents a share on common, payable Dec. 20, of record Nov. 29.

The firm's proposed merger with Loew's is expected to become effective Nov. 29.

NEW YORK POST, THURSDAY, NOVEMBER 21, 1968 66

Advertising Age, December 9, 1968

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LONDON, ENGLAND.—The Imperial Tobacco Company (of Great Britain and Ireland) has announced that as of January 27, 1969, the name of the company will be changed to the Imperial Tobacco Group.—SMI.

—TOBACCO—

December 6, 1968

Lorillard Div

Lorillard Corp. today declared a dividend of 63 cents a share on common, payable Dec. 20, of record Nov. 29.

The firm's proposed merger with Loew's is expected to become effective Nov. 29.

NEW YORK POST, THURSDAY, NOVEMBER 21, 1968 66

Advertising Age, December 9, 1968

Free Gets New American Tobacco Item; Eisaman Shop Gets 13th Chevy Dealer Unit

NEW YORK, Dec. 3—American Tobacco Co. has named F. William Free & Co. for a special assignment on a new tobacco product.

1002403331

The New Filter —A Report

OTTAWA (AP) — Two Canadian brands of cigarettes with the new Strickman filter had the lowest nicotine content on a table of tar and nicotine levels released by Health Minister John Munro.

The Strickman filter was developed by the Allied Testing and Research Laboratories in Hillsdale, N. J. Robert Louis Strickman is president.

The two brands with the Strickman-developed filter are Ransom king-size and Richmond king-size.

Ransom also was among three brands with the lowest tar content.

The other two brands with low tar content were listed as Viscount kings and Viscount filter menthol.

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Reynolds Promotes Three to Associate Product Mgrs. on Doral, Winston, Salem

December 5, 1968

WINSTON-SALEM, N. C. — R. J. Reynolds Tobacco Co. has promoted Thomas E. Sandefur, Jerry M. Arledge and Jack O. Watson to associate product managers in the company's marketing department.

Mr. Sandefur was named associate product manager for Reynolds, new Doral cigarette brand, Mr. Arledge for



Thomas E. Sandefur

100mm. Winston brands and Mr. Watson for Salem brands.

Mr. Sandefur joined Reynolds in 1964 as a salesman in Atlanta, Ga. He was promoted to assistant division manager of the Macon, Ga., division in 1965 and moved to the home office sales staff here in Winston-Salem in 1966. He transferred to RJR's marketing department in 1967 and was assistant product manager for Winston cigarette brands prior to his promotion.

A native of Perry, Ga., Mr. Sandefur is a graduate of the University of Georgia.

Mr. Arledge came to Reynolds earlier this year as an assistant product

Hege, Middleton & Neal advertising agency in Greensboro, where he was marketing vice president.

He is a native of Long Island, N. Y., and is a graduate of the University of North Carolina.

Mr. Watson also joined Reynolds earlier this year. Prior to his promotion, he was assistant product manager for Salem brands.

He came to Reynolds from Cincinnati, Ohio, where he had been an as-



Jack O. Watson

sistant brand manager for Procter & Gamble.

Mr. Watson is a native of Greensboro and a graduate of North Carolina State University.



Jerry M. Arledge

manager for Camel brands in the company's marketing department.

He was previously employed by

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December 12, 1968

J. Anderson Named Market Analyst At U. S. Tobacco

The promotion of Julius Anderson to the newly created position of market analyst in the marketing department of United States Tobacco Co. has been announced by Louis F. Bantle, vice president and marketing director.

Mr. Anderson has been a junior accountant in the company's New York



Julius Anderson

office. In his new post, he will report to Thomas B. O'Grady, director of market research.

"Mr. Anderson will be in charge of analysis of sales statistics furnished by the company's data processing department, as well as those provided by outside research firms which the company utilizes," Mr. O'Grady said. "He will also be involved in field studies and special projects, which yield statistics on our products for planning and reference purposes."

Mr. Anderson joined U. S. Tobacco in 1967 as a junior accountant in the accounting department of the New York office.

He currently attends the Bernard Baruch School of Business and Public Administration at the City College of New York, where he is majoring in accounting.

UNITED STATES TOBACCO JOURNAL

UNITED STATES TOBACCO JOURNAL

November 28, 1968

Liggett & Myers Fills Sales Posts In New Miami Dept. ✓

MIAMI, FLA. — Liggett & Myers Inc. has appointed Marvin W. Siebert manager of its newly established Miami sales department and Robert T. Taylor assistant department manager.

Mr. Siebert has been assistant department manager in St. Louis since 1965. He joined the company in 1954 as a sales representative in St. Louis. He was named division manager in Oklahoma City, Okla., in 1958.

Born and raised in Richmond Heights, Mo., Mr. Siebert served in the U. S. Army from 1951 to 1952. He is married to the former Mary Rost, and has three children, Cynthia Lee, Christopher Marvin and Jana Mary.

Mr. Taylor was division manager in Miami from 1964. He joined the company in 1956 as a sales representative in Atlanta. In 1958, he was named division manager in Gainesville, Ga., and was transferred to Savannah in 1959.

Born and raised in Quitman, Ga., Mr. Taylor studied business at Georgia State College in Atlanta, Dalton State College in Georgia, and Florida State University. He served in the U. S. Army from 1953 to 1955. Married to the former Sherry Smith of Moultrie, Ga., he has two children, Robin and Robert. The Taylors live in Hollywood, Fla.

American Tobacco Names F. William Free Agency

American Tobacco Co. has announced the addition of F. William Free & Co. to its roster of advertising agencies. The agency will be on a special assignment to be announced at a later date.

F. William Free brings to seven the number of advertising agencies handling tobacco products manufactured by American Tobacco.

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UNITED STATES TOBACCO JOURNAL

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L&M Names Three Division Managers ✓

Liggett & Myers Inc. has appointed as division managers Raymond L. Hughes in Jackson, Miss.; Joseph R. Selich in Dover, Del., and Robert B. Stiegele in Paterson, N. J. The announcement was made by J. Arthur O'Connor, L&M's director of sales.

Mr. Hughes joined Liggett & Myers in 1956 as a sales representative in Natchez, Miss. Born and raised in Meridian, Miss., he attended Meridian Junior College. He served in the U. S. Merchant Marine from 1945 to 1947. He is married to the former Rachel Bates, has three children, Raymond, Rachel and David, and lives in Meridian.

Mr. Selich joined Liggett & Myers in 1957 as a sales representative in Johnstown, Penn. He was named volume account manager in 1966. Born and raised in Johnstown, Mr. Selich attended St. Francis College in Latrobe, Pa., where he studied business administration. He served in the U. S. Army from 1957 to 1959. He is married to the former Mary Torina and has two children, Kathryn and Amy.

Mr. Stiegele joined Liggett & Myers in 1964 as a sales representative in Jamaica, N. Y. Born and raised in Floral Park, N. Y., he attended Fordham University, where he studied English. He is married to the former Rosemarie Tricarico, and has a son, Robert.

UNITED STATES TOBACCO JOURNAL

Reynolds Appoints Murphy to New Post

WINSTON-SALEM, N. C. — R. J. Reynolds Tobacco Co. has appointed J. J. Murphy assistant zone sales manager for the north central zone, a newly created post in the company's sales department.

Mr. Murphy, formerly a regional sales manager, joined Reynolds in 1961 as a salesman in Maplewood, N. J. He was promoted to assistant division manager in 1962 and division manager in 1964. Later the same year he joined the company's advertising department in Winston-Salem and in 1965 transferred to the home office sales staff. In 1967 he was named assistant regional sales manager of the metropolitan New York region and was promoted to regional sales manager later the same year.

A native of New York, Mr. Murphy holds a bachelor's degree from Holy Cross College and a master's degree in business administration from Cornell University.

December 5, 1968

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December 5, 1968

Final Okay Given L&M's Takeover Of Austin, Nichols

December 12, 1968

UNITED STATES TOBACCO JOURNAL

DURHAM, N. C.—The planned acquisition of Austin, Nichols & Co., the liquor concern, by Liggett & Myers Inc. was approved by the tobacco company's shareholders at a special meeting here last week, Milton E. Harrington, L&M's president, announced.

Austin, Nichols shareholders approved the takeover at a meeting held November 26.

The transaction provides for the issuance of one share of new Liggett & Myers \$5.25 cumulative convertible preference stock for each two and one-half shares of Austin, Nichols common stock. Each share of the new preference stock will be convertible into approximately 2.3 shares of Liggett & Myers common stock.

There were 745,446 shares of Austin, Nichols common stock outstanding on July 31, the end of the company's fiscal year.

Located in Maspeth, L. I., Austin, Nichols is a leading importer, bottler, rectifier and distributor of alcoholic beverages. Its brands include Wild Turkey bourbon whiskey, Grant's 8-year-old Scotch whisky, Campari, an Italian aperitif, Metaxa, a Greek brandy, and many others.

When the merger becomes effective, Austin, Nichols will be the fifth major acquisition in Liggett & Myers' long-term diversification program which began in 1964 with the purchase of Allen Products Co., maker of Alpo can-

(Continued on Page 19)

(Continued from Page 1)

ned dog food. In 1966, the company acquired controlling interest in Paddington Corp., exclusive importer of J&B, the largest-selling Scotch whisky in America, and Carillon Importers, Ltd., importer of Grand Marnier, Bombay gin, Bombay vermouth and a variety of wines, brandies and cordials. In 1967 L&M acquired National Oats Co., a leading producer of packaged cereal products, including Cream of Oats, Instant Cream of Oats, the 3-Minute cereal brands and 3-Minute Pop Corn. In September of this year, it acquired Brite Industries, Inc., a major manufacturer of popular-priced watchbands.

Rothmans Pall Mall Sets Long Financing to Cover U.S., Canada Purchases

By a WALL STREET JOURNAL Staff Reporter

TORONTO—Rothmans of Pall Mall Canada Ltd., a cigaret maker based here, said it plans "long-term" financing early in January.

The proceeds are to be used to cover the \$28,000,000 (Canadian) purchase last June of an 11% interest in Canadian Breweries Ltd. and a proposed \$1,500,000 (U.S.) purchase of a 50% interest in Larus & Brothers Co. Details weren't provided.

The Larus holding will be acquired from Rothmans of Canada Ltd., which purchased Larus last October.

Rothmans of Canada is a holding company of the Rothmans World Group; it owns about 50% of Rothmans of Pall Mall Canada.

Larus, of Richmond, Va., manufactures Edgeworth and other pipe tobaccos.

THE WALL STREET JOURNAL,
Monday, December 2, 1968

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THE WALL STREET JOURNAL,
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SALES AND EARNINGS REPORTS

Record sales and earnings were reported by United States Tobacco Co. for the first nine months of fiscal 1968. Consolidated sales increased to \$46.9 million, a gain of \$1.7 million over the first three quarters of 1967. As for consolidated earnings, \$4.4 million has been tallied for the first nine months of this year against the \$4.1 million recorded for the similar period of 1967.

Lorillard Corp. has reported third-quarter earnings of about \$8 million, or \$1.24 per common share, compared with \$8.3 million or \$1.25 for the same period last year. Consolidated net sales for the quarter were \$153.3 million compared with \$147.1 million in the same quarter of 1967.

Net income for the first nine months totaled \$22.1 million, equal to \$3.39 per common share, against \$22.7 million, or \$3.41, for the same period last year. Consolidated net sale rose to \$440.2 million as against \$424.6 million for the first nine months of 1967.

R. J. Reynolds Tobacco Co. recently announced record sales and pre-tax earnings for the third quarter and first nine months of 1968. However, net earnings decreased from 1967 because of the 10% surcharge on Federal income taxes effective during 1968. Earnings before taxes on income for the three months ended September 30 were \$89.1 million compared with \$88.2 million in 1967. Nine-month pretax earnings were \$243.4 million or 8.2% above the prior year's amount of \$224.9 million. Consolidated net earnings for the third quarter were \$41.2 million, or \$1.02 per common share, a decrease from the \$43.1 million, or \$1.05 per common share, for 1967. For the first nine months, net sales were \$1,472 million, or 3.3% higher than the \$1,424 million recorded for the same period of 1967.

Net income of Liggett & Myers, Inc. rose in the September quarter to \$7 million, or 89 cents a share, from \$6.2 million, or 77 cents a share, in the same period last year. Net sales climbed to \$145.9 million from \$138.5 million. L&M said third quarter sales and earnings reflected a sales rise in alcoholic beverages and reflected the inclusion of sales and earnings of the National Oats Co., which acquired Sept 30, 1967.

For the nine months period, net income rose to \$17.7 million from \$16.9 million in the corresponding 1967 period. Net sales declined to \$413.7 million from \$425 million last year for the same period.

Interstate United recently reported pretax earnings of \$3.1 million for its fiscal year ended July 7 as compared with earnings of \$1.5 million for its previous fiscal year. The company operates vending units and many other food service facilities.

Consolidated net income of The Gillette Co. for the nine months ended September 30 was \$47.8 million as compared to \$45.7 million for the same period in 1967. Net sales were \$417.8 million as against \$327.5 million. Net income for the three months ended September 30 was \$16.7 million for this year and \$16.1 million for 1967.

American Tobacco Co.'s net income for the first three quarters was \$66.1 million, or \$2.42 per common share, as compared with \$65.8 million, or \$2.32 per common share in 1967. Dollar sales for the first nine months were \$1,222.6 million as compared with \$1,118.3 million for the 1967 period. Results for 1968 reflect American Tobacco's 78% interest in Duffy-Mott Co. and 67% interest in Gallaher Ltd.

THE WALL STREET JOURNAL,
Friday, December 6, 1968

Reynolds Tobacco Says Faith in Industry Shown By \$7 Million Expansion

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—R. J. Reynolds Tobacco Co. announced a \$7 million plant expansion that it said symbolizes its determination "to remain the nation's largest manufacturer of cigarettes" and demonstrates the company's "faith in the continued success of everyone in the tobacco industry."

The new facility will be a 128,000-square-foot addition to Reynolds' Whitaker Park cigaret factory in Winston-Salem, N.C., bringing total floor space there to nearly 750,000 square feet, according to A. H. Galloway, president and chief executive officer.

The Whitaker Park plant, built in 1961 and described by Reynolds as the largest cigaret factory in the world, makes about 70% of the Winston and Camel brand cigarettes produced. Some 12% of the firm's sales come from nontobacco products, such as food.

The addition will be used for tobacco blending, processing, shipping and material storage, Reynolds said. Construction will begin this month and is scheduled to be completed by the spring of 1970.

In October, Reynolds dedicated a previously reported \$9 million product development center.

Reynolds' statement expressing faith in the tobacco industry appeared to be a response to privately aired criticism of it by other tobacco companies and industry leaders for allegedly downgrading the industry. The company was the first to publicly concede that antismoking efforts and higher cigaret taxes had hurt cigaret consumption. As a result of these, Reynolds had said, it will seek future growth outside of tobacco products.

More recently, Manuel Yellen, chairman of Lorillard Corp., attributed the concern's decision to merge into Loew's Theatres Inc. to "the present uncertainties with respect to the future growth of the tobacco industry."

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THE REPORTER DISPATCH

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WHITE PLAINS, N.Y., WED., NOVEMBER 20, 1968

Smoke Dreams?

TALK IS that negotiations are being carried on between P. Lorillard Co. and builder Salvatore Pepe to have the tobacco and diversified manufacturing firm become the major leasee of space in the 15-story office building planned for the Bonwit Teller site on S. Broadway. Neither side would confirm the report at this time.

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L&M Preferred Dividend

Liggett & Myers Inc. has declared a regular quarterly dividend of \$1.75 per 7 per cent preferred share, payable January 2 to holders of record as of December 13.

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Reynolds Declares Dividend

WINSTON-SALEM, N.C. — R. J. Reynolds Tobacco Co. has declared a regular quarterly dividend of 90 cents per 3.60 per cent preferred share of stock, payable January 2 to holders of record as of December 10.

UNITED STATES TOBACCO JOURNAL

November 28, 1968

December 12, 1968

UNITED STATES TOBACCO JOURNAL

December 6, 1968 —TOBACCO—5

Liggett & Myers stockholders vote Austin, Nichols merger

DURHAM, N.C. — Liggett and Myers stockholders at a special meeting here December 3 voted overwhelming approval of the proposal to take over Austin, Nichols and Company, Inc. The merger agreement was endorsed by shareholders of Austin, Nichols on November 26.

Located in Maspeth, L.I., Austin Nichols is a leading importer, bottler, rectifier and distributor of alcoholic beverages.

Among its brands are Wild Turkey Bourbon whisky; Grant's eight-year-old Scotch whisky; Campari, an Italian aperitif; and Metaxa, a Greek brandy.

Austin, Nichols thus will become the sixth non-tobacco acquisition in Liggett and Myers' long-term diversification program which began in 1964.

The others are: Allen Products Company, Inc., manufacturer of pet foods; the Paddington Corporation and Carillon, Ltd., both liquor importers; the National Oats Company, producer of packaged cereals; and Brite Industries, Inc., maker of popular-priced watch bands.

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THE REPORTER DISPATCH

A Member of the Gannett Group

Offices: White Plains 10 Church Street:
Mount Kisco: 35 West Main Street — Carmel: 66 Glenelco Avenue

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R. J. Reynolds R. J. Reynolds Boosts Stake Boosts Stake In Cigarettes In Cigarettes

WINSTON-SALEM, N. C. — In a move it said symbolizes its faith "in the continued success of everyone in the tobacco industry—growers, warehousemen, distributors and manufacturers alike" and its own "determination to remain the nation's largest manufacturer of cigarettes," R. J. Reynolds Tobacco Co. on Friday announced a \$7,000,000 expansion program for its Whitaker Park cigarette manufacturing plant here, described as the world's largest.

The program, announced by A. H. Galloway, Reynolds' president and chief executive officer, calls for the addition of 128,000 square feet to the Whitaker Park plant, bringing the total floor space at the facility to al-

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most 750,000 square feet. The new space will be used for tobacco blending, tobacco processing, shipping and material storage.

Mr. Galloway said the expansion of Whitaker Park represents not only extra space to meet current production requirements, but room for growth to meet increased demands of the future.

Construction on the Whitaker Park addition is scheduled to begin this month and be completed by spring of 1970. Design, construction and all interior finishing will be handled by Reynolds' engineering department, which also built the existing Whitaker Park facilities nearly eight years ago.

The capacity for future expansion was one of the specifications in the design of the original Whitaker Park plant. Thus, construction of the addition will be facilitated by removing precast concrete exterior wall units.

"Reynolds' concept in building Whitaker Park," Mr. Galloway said, "was to create a completely integrated cigarette manufacturing facility with capabilities for tobacco blending, making and packing cigarettes, shipping and storing necessary production materials."

"The new space will increase Whitaker Park's capacity to do all these things as well as increase the overall manufacturing efficiency at the plant."

Most of the tobacco blending for Reynolds is currently being done in facilities in downtown Winston-Salem that are working beyond the production levels for which they were designed. Congestion in the downtown area has made expansion to meet increased production demands virtually impossible.

The downtown blending operation will continue full-time even after the Whitaker Park addition is completed. Company officials said the expansion program will have little effect on Reynolds employment either in hiring new personnel or in transferring current employees.

The Whitaker Park plant was completed in 1961 and is but one part of the 296-acre Whitaker Park Center north of downtown Winston-Salem which also includes extensive tobacco storage facilities and Reynolds' recently dedicated \$9,000,000 Development Center.

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